

## Design Director

### Our Company

BrandActive specializes in the financial analysis, strategy and logistics of rebranding implementation for organizations undergoing a brand identity change due to a rebranding program, an acquisition, merger, or spin-off.

Our services combine industry leading analytics with a unique and proven methodology that provides our clients with the information needed to make sound financial decisions, and save time and money. Since 1998, BrandActive has scoped, budgeted, planned, and executed brand change for many of the world's most valuable brands.

BrandActive delivers world-class rebrand implementation expertise to clients in all industries, with specialization in healthcare, financial services, energy, mining, and telecommunications. BrandActive has worked in over 110 countries, providing North American clients with global operational reach.

Our goal is to build a unique company, a company that provides an experience where people are valued for who they are and what they contribute, are supported and challenged in their growth, and feel proud to be part of BrandActive. We do a great job with great people and have a great time doing it!

### The Opportunity

BrandActive is growing and we have an immediate need for a team lead for our brand application services, in our downtown Toronto office on a full-time permanent basis. Reporting to the VP, Brand Application you will oversee a talented team dedicated to providing world-class design expertise, technical consultation and industry-specific knowledge to our clients that focuses on brand application. In depth knowledge of the signage and fleet graphics industries is highly beneficial and knowledge of other industries such as uniforms, ID badges and printed matter is useful. Proven experience in managing teams of designers, including briefing, providing feedback, balancing resources, and ensuring deliverables are high quality and completed on time. You may be required to travel within North America as well as internationally.

BrandActive offers competitive compensation and benefits and is conveniently located right on the subway line.

### Responsibilities

#### Design Services

- Lead the design team in creating world class brand application documentation that ranges from high-level guidance, through comprehensive systems (e.g., sign families) through to technical specifications.
- Partnering with colleagues from the Project Delivery team to ensure client requests and requirements are well understood at the beginning of each project and consulting with the VP, Brand Application as required to further define the nature of the engagement.
- Briefing the design team on the objectives, context, timeline and scope of each major project, and assigning associated activities.
- Produce design deliverables independently and with support of the team members on a daily basis (e.g., concepts and sign families). The role includes producing or contributing to client deliverables but it is not a primary responsibility.
- Providing subject matter expertise in brand application to team members and clients in collaboration with the VP, Brand Application or on his behalf.

#### Managing the Team and Service Delivery

- Oversee the Manager, Brand Application Services whose primary responsibilities include reviewing site recommendation documents, administering the design request system, developing fee estimates and team performance reporting.

- Manage staff or contractors including providing technical/creative direction, coaching and feedback (including all manager responsibilities like performance reviews).
- Engaging and managing other resources to support our application services work which allow BrandActive to manage capacity issues and optimize margin (i.e., to assign the appropriate resource to align with the complexity of the task at hand and offer the best value to the client for the work undertaken).
- Briefing the design team on client requirements and deliverables, and managing the team to completion of these deliverables on time and within allotted hours.
- The design team will report directly to the lead and the lead will be the primary person responsible for overseeing their day to day activities and ensuring the quality and timeliness of their work.
- Occasionally our clients will have little design direction for the application of their brands and will require our help in designing these applications from concept to detail. This role will involve leading the application team in developing world class concepts that capture the essence of brands in physical designs. Thus, you must be capable of pushing limits and exploring creative possibilities when it is appropriate; often you will need to lead the team in showing restraint and practicality in meeting our clients' needs.
- Review submissions from suppliers and other content creators (e.g., supporting the Manager, Brand Application Services with complex site recommendations, and shop drawing reviews).

## Client Interaction

- Present design concepts, deliverables and recommendation to senior client leaders.
- Act as a client facing representative of the brand application offering and clearly articulate the value of these services to senior executives. Be able to answer detailed technical and process questions about all branded assets and clearly establish yourself as the subject matter expert in the eyes of our clients.
- Offering balanced feedback to our clients on a range of design service provider deliverables that reflects our neutral position and also respects the client's past decisions with respect to agency procurement decisions

## Qualifications and Experience

- University degree or college diploma
- 7 - 10 years' experience in a creative agency, industrial design firm, environmental graphic design firm, engineering consultancy or sign supplier is required
- Strong leadership skills to guide the team and give feedback as appropriate
- Intermediate or better 3-D visualization skills (understanding of how a brand should be represented in physical environments)
- Intermediate or better ability in Adobe Creative Suite (Illustrator, Photoshop and InDesign)
- Understanding of the use of CAD tools in Illustrator
- Advanced capability in redlining PDF documents to provide feedback
- Ability to hand sketch concepts and details is beneficial
- Basic use of Microsoft Project or other project management software

## Start Date

Immediately

## Required Materials

Please submit both a cover letter and resume when applying for this position. Portfolios also welcome.

## Location

Downtown Toronto

## How to Apply

<https://www.fitzii.com/apply/18015?s=fc>