

# BRANDLIVE

## Event & Brand Designer

BRANDLIVE creates and produces exceptional events designed to connect people with brands + ideas through authentic and unforgettable live experiences. Our people are our greatest asset and the key to our success. We provide a vibrant environment of creativity and passion for them to perform at their best and realize their potential. We are looking for a big-thinker creative, who can consolidate all our creative

You have 5+ years of experience in a forward-thinking, creative environment with a combination of experience in event design, graphic design, design production and strategic creative conceptualization. You crush deadlines, are comfortable managing your own schedule (and your boss's if needed), have a unique mix of right brain creativity and left brain know-how, and are generally an organized, hard working hustler. Most importantly you work fast and smart.

### **Key Responsibilities:**

#### **External Event Creative**

- Build creative concepts across all pitches & projects which may include:
  - Event Creative Conceptualization
  - Development of event mood boards and concepts, create personalized experiences onsite, creative activations, and attendee engagement strategies
  - Design Event Themes, including: style guides, colour palettes, typography, event logos
  - Represent Event Creative Brand through client presentations, mood boards, conceptual sketches, 3D renderings & event brand presentations
  - Lead project environmental design that supports theme and concepts, including application of brand across signage, way finding, onscreen content and event collateral
  - Develop and manage onsite event signage plan, including quality control, budgeting, and onsite installation as required.
  - Define needs and Manage Creative Talent by building and managing a creative team of freelancers and contractors
  - Develop creative briefs, hire talent and oversee the creative execution on each project
  - Set budgets for project creative needs in conjunction with Event Producer

#### **Internal Creative and Brand Management**

- Oversee creative application of BRANDLIVE brand across all social communications
- Creative Campaigns: Work on creating internal campaigns to help acquire new clients and talent
- Website: Oversee and manage any design changes to the website
- Commission and manage specialists and creative talent for photography, videography, copywriting, events and graphic design needs
- Provide creative support on internal BRANDLIVE projects and events

#### **Knowledge, Skills and Abilities**

- 5+ years agency or event based experience, in start up or entrepreneurial environment
- Degree or Diploma in Graphic Design, Event Design, Environmental Design
- Proven skills in Project Management and creative leadership
- Understanding of Digital and Offset Printing
- High level proficiency skills: Adobe Creative Suite (Photoshop, Illustrator, Indesign); Google Docs (Google Slides / Sheets / Drive);
- Experience with website templates such as SquareSpace, WordPress an asset
- Strong organizational skills with the ability to multi-task and prioritize projects
- Detail-oriented, self-motivated and able to work towards tight deadlines
- Works well independently and as part of a team

**To apply: Please send your resume & cover letter, along with an example of an event industry production trend you're excited about to: [hr@brandlivegroup.com](mailto:hr@brandlivegroup.com)**