

BRANDLIVE

Event & Brand Designer

About Brandlive

Brandlive is an event management and brand activation company with a specialty in large public gatherings like Canada Day at Canada Place, the Honda Celebration of Light and SKOOKUM Music Festival. We produce events and conferences designed to connect people with brands + ideas, through authentic and unforgettable experiences. We are a high-performing team of dynamic thinkers and doers who love what we do for a living. We provide a vibrant environment of creativity and passion for people to perform at their best and realize their potential.

About the role

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 will develop and implement brand designs across a variety of formats, platforms and environments including logos, visual identities, apps and websites, out-of-home media, social media, newsletters, signage, and physical event environments. You will be responsible for event creative for our events, as well as both internal and external applications of the Brandlive brand. You are a strong communicator who is organized, hard-working and collaborative, and you are comfortable managing your own schedule. Most importantly you have a passion for excellence in brand creative, graphic design and events!

Responsibilities:

Event Creative & Design

- Develop and conceptualize full event brands and key visuals for new projects including logos, look and feel, colour palette and sample uses and design event themes including style guides, colour palettes, typography, event logos
- Reproduce and create the evolution of graphic assets using an existing brand, template, look & feel
- Develop event creative concepts for pitches and projects
- Design decks (Google Slides) for internal, and external client & sponsor presentations
- Develop event mood boards and concepts, personalized onsite experiences, creative activations, and attendee engagement strategies
- 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 the application of the brand across signage, wayfinding, on-screen content and event collateral
- Design on-screen graphics for event mainstage screens in the themes of the event creative
- Source & manage Graphic Production Resources as needed (Graphic Designers, Onscreen Graphics, Visual Artists, Photographers, Videographers etc.)
- Design Signage, Wayfinding, Menus/Foodcards, Stage Scrim, Environment and Scenic Elements, Onscreen Content, Event Collateral
- Familiar with onsite event signage, materials, printing etc.
- Contribute to budgets for project creative needs in conjunction with Event Producer
- Work in collaboration with Client Manager, Director of Creative & Strategy, and Event Producer
- Produce renders of special event assets such as but not limited to special venue spaces, gift packages, space design etc.

Brand Stewardship (Internal & External)

- Use established brand guidelines to ensure visual brand consistency on all presentation documents for business development or client purposes
- Using an existing inventory of imagery, curate content for inclusion in visual mood boards used in internal and client-facing presentation documents
- Develop and maintain all corporate stationery both print and digital including templates for decks, RFP'S, external-facing documents
- Oversee the use of the Brandlive brand across website, social and all external applications
- Create visual assets for use in Brandlive social media posts

Asset Management

- Collect all digital assets (photo and video) upon completion of events and compile top images from each event, to be used in wrap reports, on the BL website, in case studies and in presentation decks
- Liaise with internal and external designers and stakeholders to request, collect and manage required digital assets
- Compile archival hard drives for clients of all graphic/creative or other project assets as required

Skills & Experience

- 5+ years of agency or event-based experience, in a 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
- Experienced in Adobe Creative Suite (Photoshop, Illustrator, Indesign)
- Experienced in Google Docs (Google Slides / Sheets / Drive)
- Familiar with Mailchimp & experience with website templates like SquareSpace, WordPress an asset
- Strong organizational and time management skills
- Detail-oriented, self-motivated and able to work towards tight deadlines
- Works well independently and as part of a team

We know that people can achieve similar skills through different experiences so we encourage all interested candidates to apply.

The Brandlive team works from home as well as together in-office in Vancouver 1-2 days/week, and as needed during busier project periods. Candidates should be based in the Vancouver area and able to work onsite at events, including some evenings and weekends.

Compensation

Salary, Extended Health Care Benefits, Monthly Phone Allowance, Flexible Work Environment

To apply please send your resume by email to hr@brandlivegroup.com with "Event & Brand Designer" in the subject line. In your email please share your portfolio with us and why you think your specific skills and experience are a fit for this particular role.