



ROLE: **Brand Designer**  
REPORTS TO: Creative Director  
SALARY RANGE: \$TBD

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## TMD | THE MARKETING DEPARTMENT

Connect brands with people. Change lives. Bring brands to life and life to brands.  
Ask the tough questions. Have the courage to challenge good-enough.  
Do what's right, always. Lead with strategy. Be agile. Find solutions.  
Be great people. Be proud of what we do. Come together. Celebrate.  
Care for each other. Be the catalyst for what comes next.

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## ABOUT THE JOB

The **Brand Designer** will lead brand design for our clients, developing strong brand platforms that guide go-to-market execution and support creative assets across channels.

As the Brand Designer reporting to the Creative Director, you'll partner closely with the Senior Leadership Team, Client Services, and Strategy teams to define brand requirements, shape success, and deliver impactful, standout work that materializes into 'WOW'. You'll collaborate with internal and external stakeholders to define each brand's purpose, voice, and DNA - ensuring it differentiates, engages, and drives growth.

## WHO WE ARE LOOKING FOR

- A thoughtful, experienced brand designer with energy to lead brand-centric engagements and collaborate seamlessly with strategists and creative like-minded colleagues
- A craft-led thinker, artist, listener and producer who can drive the creative process end-to-end, from concept to final production
- A strategic thinker who integrates brand, technology, and innovation to deliver clarity through creative solutions
- Someone who understands that a brand is more than a logo - it's an organization's lifeblood and reason for being
- An elite designer delivering relevant, effective, hard-working brand solutions
- You are not afraid of operating at the cross-section of Human-AI Co-Creativity; in fact, you embrace it. You need to be eager to incorporate AI into design
- A champion of cohesive, consistent design across TMD
- Highly organized and able to manage multiple projects with shifting priorities and timelines
- Independent, adaptable, and calm under pressure.
- Aligned with our values and committed to living them every day
- Passionate about design, always at the forefront of trends and innovation, and open to new perspectives that solve problems in smarter ways



## WHAT YOU WILL DO

- Lead brand design from concept through execution, evolving existing brands or building new ones from the ground up
- Deliver strategic, high-quality creative aligned with project briefs, scope, and business objectives
- Research market trends, competitors & consumer behaviour to create relevant, impactful brand experiences
- Collaborate with Client Services, and others to define brand voice, tone, and positioning
- Lead and contribute to internal and client-facing brand and creative strategy discussions
- Effectively communicate conceptual ideas and brand design rationale to internal and external stakeholders as needed collecting timely and cohesive feedback
- Ensures consistency across touch points - digital, social, campaigns, Internal decks, etc.
- Oversee production from concept to final delivery, managing timelines and budgets as defined in the SOW
- Delegate effectively, balance team capacity, and foster a positive, collaborative team culture
- Partner with the Creative Director and Client Services on scope changes, resourcing, forecasting, and continuous process improvement
- Contribute to creative briefs, content creation and copywriting as required
- Review completed projects with team to evaluate successes and to drive ongoing improvements
- Push concepts beyond “good enough”

## THE EXPERIENCE AND EDUCATION WE ARE LOOKING FOR

- Post-secondary education in Marketing, Graphic Design, or Art Direction with relevant certifications
- 10+ years' experience in a similar agency or brand-side role
- Exceptional design skills with strong production knowledge
- Proficient in Adobe Creative Suite, Microsoft, Figma, and Canva
- Proven experience in brand design, creative execution, and performance marketing
- Detail-oriented with strong communication and organizational skills
- Able to manage tight deadlines and deliverables effectively
- Strong relationship-builder and collaborative team leader
- Skilled in problem-solving, decision-making, and motivating teams
- Adaptable, self-directed, and effective in dynamic work environments



## BEING A PART OF TMD MEANS A LOT

We are continually striving to be the catalyst for what comes next while delivering inspiring connections between brands and their audiences.

We insist on doing whatever it takes to help a client; help a colleague help a client; and help each other. Our business is stood up on pillars of Agility, Strategy, Solutions and a collection of People who exude these core values every day.

## OUR VALUES

### Listen

We believe everyone's opinion matters and has value. It's critical that we hear the challenges and consider all opinions to be partners in a solution.

### Think

We always take the time to understand, research, ideate and plan so we can create unique, effective solutions that drive results.

### Challenge

Our 10th Voice Principle ensures we ask the hard questions and dig into the why without reprimand, prejudice or bias.

### Deliver

We do what we say we're going to do throughout the strategy, planning and implementation of any engagement. And we expect to be held accountable because we'll do the same for you.

### Perform

We believe results don't happen by chance. They are earned, measured, and should be pursued deliberately with purpose. Performance will deliver growth, and we facilitate growth in our people, clients, and communities.

## HOW TO APPLY

Please forward responses to [careers@tmd.ca](mailto:careers@tmd.ca)

Thank you in advance for your application.

Only those being considered will receive a response.