

Art Director

BCLiving, Simply Beautiful & Evalina Beauty, Canada Wide Media

Do you love magazines, makeup and beautiful things? Do you like to collaborate with a team as well as work independently? Are you obsessed with design and staying on top of current trends? Then we want you to join our team!

Canada Wide Media is Western Canada's largest independent magazine publisher and digital company. Based in Burnaby, B.C., we work in a vibrant open-concept office environment (complete with a Prado Café), just a short walk or shuttle ride from the Gilmore and Brentwood SkyTrain stations.

We are seeking an experienced and detail-oriented art director with graphic design skills. In this role, you would lead concept development, art direction and the design of products, packaging and marketing materials for three brands: *BCLiving*, an online lifestyle magazine; Simply Beautiful, Canada's top women's subscription box, which includes the quarterly *Simply Beautiful Living* print magazine and additional sub-brands; plus, Evalina Beauty, an exciting new Canadian indie makeup brand. Working with editors, marketing, social media and digital teams, you'll take each project from idea to final execution.

Duties include:

- Working closely with *BCLiving* editorial, sales and marketing teams and clients to ensure that all requirements and creative visions are followed and completed.
- Styling and executing photo shoots (product shots and lifestyle images) and video for the Simply Beautiful box, Extraordinary Man box, Little Luxuries box, Simply Beautiful products, Blush Peony products and Evalina Beauty
- Designing the physical boxes each season for Simply Beautiful and Extraordinary Man, as well special promotions (seasonal) and additional boxes
- Designing the box postcard inserts each season for Extraordinary Man and Little Luxuries
- Designing product hang tags and fabric care tags
- Designing packaging and collateral
- Consulting with brand manager/editor regarding product design and selection/curation
- Designing textile products for Simply Beautiful, Extraordinary Man and Blush Peony
- Designing all logo and banner designs for brands
- Designing and updating media kits and sell sheets for brands
- Designing websites for all brands
- Designing print ads for products, promotions, contests, etc. for all brands under *BCLiving* umbrella, to run in sponsorship packages as well as other CWM brands, like *BCBusiness*, *TV Week* and more
- Producing a publication from start to finish handling and understanding all art direction and required production processes; developing templates if required
- Overseeing photo editors, photographers, illustrators, printers, freelancers and or vendors, in-house and or outside contract designers
- Conceptualizing ideas, researching art & photography. Assign or acquire the required assets for the assigned publication or project
- Photoshop imaging work (editing & quality control of images)
- Consulting with president and brand manager regarding product development for Evalina Beauty
- Designing all marketing collateral and printed materials for Evalina Beauty
- Liaising with manufacturers regarding packaging and tube designs, as well as ingredients
- Liaising with translator and lawyers regarding packaging requirements

Requirements:

- College or university degree in graphic design (or higher)
- 5+ years of experience in graphic design, art direction, marketing field
- 5+ year of experience art directing photo shoots, including freelance photographers, models, hair and makeup
- Photography skills
- Experience in fashion design is a plus
- Excellent creative and visual conceptualization, written and verbal communication skills
- Desire to work in a fast-paced, evolving, dynamic environment
- Detail-oriented, highly enthusiastic team player with a positive attitude
- Knowledgeable in all aspects of graphic design, with expert knowledge of the Adobe Creative Suite in a Mac environment
- Ability to prioritize work and handle multiple projects with quick deadlines

To Apply:

Please send a CV and cover letter to: cwmhr@canadawide.com

Job: Full-time maternity-leave position (13 months)

Starting date: February 17, 2020

Salary: \$50,000

Experience: Graphic design 5+ years preferred

Location: Burnaby, B.C.