

FULL-TIME POSITION AVAILABLE FOR GRAPHIC DESIGNER

START DATE: As Soon As Possible

THE ORGANIZATION

About Soulpepper Theatre Company

Soulpepper is Toronto's Civic Theatre. Rooted in performance, artist training, and social impact, Soulpepper strives to strengthen our connection to the city and to each other through our work. We create powerful, artist-driven theatre that boldly stages the world's great works. We train the next generation of leading Canadian theatre-makers. We invite audiences to engage with the big ideas driving our time through a transformative approach to public initiative.

Led by Executive Director **Gideon Arthurs** and Artistic Director **Paolo Santalucia**, Soulpepper is based in Toronto's historic Distillery District. Soulpepper's dynamic team includes 40 full-time staff, 300 artists and more than 500 artisans, working together to provide 12 months of non-stop artistic programming.

GRAPHIC DESIGNER

Status: Full-Time, Permanent

Reports to: Interim Director of Sales; embedded within the Marketing & Communications team

Position Summary

The Graphic Designer is a key creative voice upholding and advancing Soulpepper's visual brand across print, digital, motion, and environmental touchpoints. As an integral member of the Marketing & Communications team—and in close collaboration with Social Impact, Development, and Artistic departments—the Graphic Designer receives narrative inputs, briefs, copy, and assets and translates them into cohesive, compelling collateral (season brochures, campaign systems, eblasts, posters, programs, social suites, signage, merch, web assets, and more).

This role helps define and evolve our visual identity to amplify programming, deepen audience connection, and expand brand reach. It thrives in a dynamic environment—both proactive and responsive—able to pivot creatively with sales trends, audience insights, and real-time opportunities.

Key Responsibilities

- **Concept & Visual Strategy:** Lead concept and execution of all visual collateral and campaigns that vitally contribute to Soulpepper's brand and artistic vision.
- **Collateral Production:** Design and deliver assets for eblasts, posters, programs, ads, social content, OOH, lobby/environmental, merch, and video/motion templates.
- **Narrative Translation:** Working with the Creative Content Designer, convert show/institutional narratives into clear visual languages for all platforms.
- **Digital Presence:** Contribute to website visuals, ensuring cohesion across platforms.
- **Cross-Department Collaboration:** Partner with Development, Social Impact, and Artistic to align visual storytelling with institutional goals.
- **Workflow & Volume:** Manage multiple projects and deadlines; maintain organized files, versioning, and templates; balance short-turn deliverables with long-range initiatives.
- **Quality & Accessibility:** Uphold typography, layout, colour, and accessibility standards; prepare print-ready files; liaise with vendors as needed.

Qualifications & Qualities

- Passion for theatre, music, and culture—and for connecting audiences to the work through design.
- **5+ years** professional design experience (in-house, agency, or freelance) or **comparable experience**; arts-sector experience an asset.
- Proficiency in **Adobe Creative Cloud** (InDesign, Illustrator, Photoshop); After Effects, Figma, Canva considered assets.
- Strong typography, layout, composition, and image-making; motion chops a plus.
- Excellent project management and communication skills; comfortable in a **fast-paced**, environment responsive to sales and engagement data.
- Ability to synthesize complex ideas into clear, audience-forward design.

Working Conditions

- Primarily in-office
- Some evenings/weekends aligned with production schedules, special events, and openings.

Compensation

- Salary Range: \$62,000-\$67,000
- Benefits: Health and Dental, Matching RRSP contribution

HOW TO APPLY

Apply via our application portal [here](#). You'll be asked to answer four short questions and upload your CV.

Please note: Applications are reviewed as they are received, and interviews may be scheduled on a rolling basis before the submission deadline. Interested applicants are encouraged to apply early.

Soulpepper is committed to reflecting the diversity of our community and our country. As an equal opportunity employer, we welcome and encourage submissions from individuals, with proper credentials, of all genders, cultures, ethnicities, sexual orientations, and abilities. Soulpepper is committed to providing accommodations for persons with disabilities in all parts of the hiring process. Soulpepper invites candidates who may require assistance during the application/ hiring process, to let us know and we will work with them to meet their needs. We thank all candidates for their interest, however, will only contact those selected for interviews.

Please submit your application no later than: November 17th, 2025