



AFC Toronto

Northern Super League

Graphic Designer (3-Month Contract)

Job Description

AFC Toronto is seeking an Intermediate Graphic Designer to manage the day-to-day development and delivery of the club's graphic design output.

The role will primarily focus on football, digital and social content, including matchday graphics, player announcements, editorial storytelling, ticketing campaigns, and major club moments. The Graphic Designer will also support the needs of the club's marketing, partnerships, community and commercial teams across digital, print and in-stadium applications.

The successful candidate will have strong design fundamentals, a refined visual sensibility, and a genuine passion for football. The Graphic Designer will contribute original ideas, develop social-first creative concepts, and proactively identify opportunities to strengthen AFC Toronto's visual output. Working within the club's established brand guidelines, the Graphic Designer will find fresh and engaging ways to bring the club's identity to life across platforms.

Reporting to the Director of Digital Content and Creative Production, the Graphic Designer will collaborate closely with colleagues across social, photography and video while managing projects from the initial brief and concept development through to final delivery. The position includes both major creative campaigns and the fast-turnaround, detail-oriented production work required in a professional football environment.

The work schedule will be shaped by the club's match and event calendar. The position requires in-person attendance at all home matches and online availability for all away matches, including regular evening and weekend work.

Key Roles & Responsibilities:

Football, Digital & Social Creative

- Develop social-first graphic concepts for matchday coverage, player storytelling and digital campaigns.
- Design creative lineups, results, player milestones, club news, roster announcements, and other real-time football moments.
- Provide real-time graphic design support across all AFC Toronto matchdays, including in-person coverage at home matches and online coverage during away matches.
- Help evolve the club's matchday visual system, ensuring it remains recognizable, fresh and relevant throughout the season.
- Develop creative concepts and visual treatments for player signings, kit launches, merchandise releases, ticketing campaigns and other major club moments.
- Consider how creative ideas can extend across carousels, Stories, short-form video, motion and other platform-specific formats.



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- Deliver accurate, high-quality creative within the short turnaround times required for matches, announcements and breaking club news.

Creative Development

- Proactively bring relevant ideas, references, and creative opportunities to the team based on developments across football, sport, design, and digital culture.
- Translate creative inspiration into original work that feels authentic to AFC Toronto's brand and audience.
- Collaborate with colleagues across social, photography and video to develop connected creative across multiple formats.
- Create templates and scalable visual systems that strengthen consistency and improve the efficiency of recurring content.

Marketing, Partnerships & Club Support

- Design assets supporting the club's marketing, ticketing, partnership, community and commercial initiatives, including sponsored content, digital advertisements, email graphics, website assets and sales materials.
- Produce print and digital materials for home matches and club events, including signage, credentials, videoboard graphics, posters, and fan-facing materials.
- Adapt creative across platforms and specifications while maintaining quality and visual integrity.

Design Production & Asset Management

- Interpret creative briefs and direction, present design ideas clearly and carry projects from concept through to final delivery.
- Manage multiple assignments and short turnaround times while incorporating feedback and completing revisions accurately.
- Prepare production-ready files and maintain organized working files, templates, and asset libraries.
- Ensure player information, statistics, partner logos, and other published details are accurate.

Required Skills & Qualifications:

- Three to five years of professional graphic design experience, ideally within sport, entertainment, fashion, culture or another fast-paced, consumer-facing environment.
- A strong portfolio demonstrating excellent design fundamentals, creative thinking and polished execution across digital and social design.
- Advanced proficiency in Adobe Creative Suite, particularly Photoshop, Illustrator and InDesign.
- Strong understanding of typography, composition, visual hierarchy, colour and image treatment.



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- Demonstrated experience developing social-first creative and adapting work across platforms and formats.
- Ability to develop cohesive visual systems rather than relying solely on one-off graphics or visual effects.
- Experience working within established brand guidelines and applying them consistently across projects and channels.
- Experience preparing files for digital and print production.
- Ability to deliver accurate, high-quality work in fast-paced environments with short turnaround times.
- Collaborative organized and detail-oriented, with the ability to take ownership of assignments and respond constructively to feedback.
- Genuine passion for football and an appreciation for contemporary football design and visual storytelling.
- Motion design experience, particularly in After Effects, is considered an asset.
- Experience working in professional football or another live sport environment is considered an asset.

Type of Position & Location

- Three-month, full-time contract.
- Hybrid work environment based in Toronto, ON, with regular in-person work at the AFC Toronto office, York Lions Stadium and BMO Field, as well as select training sessions, media days, events and productions.
- Availability required for all matchdays, with home matches covered in person and away matches covered remotely.
- Regular evening and weekend work required in line with the club's match, event and production calendar.

Compensation

- Salary range: \$4,500–\$5,000 CAD per month for the duration of the three-month contract.

How to Apply

To apply, please send your résumé and portfolio to jobs@afctoronto.ca with the subject line:
Graphic Designer – [Your Name].

Portfolios should demonstrate strong design fundamentals across digital, social, and campaign work and include examples relevant to sport, football or live-event storytelling.

Applications without a portfolio will not be considered.

Applications will be reviewed on a rolling basis, and only shortlisted candidates will be contacted.