



SISTER MERCI

POSITION: Director of Design

REPORTS TO: Chief Creative Officer

WHO IS SISTER MERCI?

Sister Merci is a nimble, full service creative firm dedicated to launching and promoting brands in the emerging cannabis industry.

WHAT IS SHE LOOKING FOR?

We are looking for a design director to fill a maternity leave for a minimum of 12 months. The right candidate is able to quickly interpret business needs and client briefs and turn them into compelling creative solutions. Often working under tight deadlines while overseeing multiple projects, the design director must be a skilled manager of creative teams (including but not limited to: art directors, copywriters, content strategists, graphic artists, and designers). The design director must be an effective communicator, especially when it comes to relaying creative concepts to design teams and company stakeholders.

We are currently working remotely, though a candidate in the general GTA would be preferable, our team is spread out between Montreal, London, Hamilton, Muskoka (etc etc etc).

The good news? We can offer a wide range of projects - from simple store displays, design systems or packaging to net-new brand concepts that often have a high-degree of potential to hit the cannabis market.

JOB DESCRIPTION

Responsible for helping to drive the creative direction of campaigns, an understanding of typography, layout, animation and art direction will be needed to help the team produce the best work possible.

A good knowledge of the following tools is usually required:

- InDesign
- Illustrator
- Photoshop
- Flash*
- CSS

Communication is a big part of the job, so you must feel confident enough to contribute to the entire creative process. Keeping a finger on the pulse of current trends is also key when moving towards promotion and recognition.

TYPICAL ACTIVITIES

- Offering input to creative meetings and sharing ideas
- Producing attractive and effective designs for all media
- Communicating with team members to receive feedback
- Liaising effectively with clients and other team members



SISTER MERCI

- Supporting the team throughout the execution of campaigns and projects

REQUIREMENTS

- A degree in a visual or experiential design discipline or equivalent professional experience.
- Five or more years of experience as a senior-level designer. Preference will be given to candidates who have experience directing complex solutions for digital products.
- Ability to work with clients to understand detailed requirements and determine a plan that will ensure they are met or exceeded.
- Excellent interpersonal skills to clearly and effectively communicate the creative vision, concepts, ideas, and solutions to stakeholders, internal teams, and clients.
- Ability to work effectively in a team setting, including synthesizing abstract ideas into concrete design implications.
- Extensive supervisory experience (including leadership, team-building, and delegation) leading and managing a creative team.
- A solid grasp of art history, design history, photography and the visual arts, pop culture, and counterculture, fluency in current technology, politics, and a deep understanding of the zeitgeist of social tastes and current affairs, especially as it relates to cannabis.
- Be excited about collaborating and communicating closely with teams and other stakeholders via a distributed model to regularly deliver design solutions for approval.
- Be open to receiving feedback and constructive criticism.

From time-to-time you may need to work hours that aren't typical, so a flexible approach is needed to get the best from the job.

If this sounds like a role that you'd flourish in, get in touch - we want to hear from you - contact us at [**info@sistermerci.com**](mailto:info@sistermerci.com)