



TITLE: Manager, Design
REPORTS TO: Director, Marketing & Communications
DETAILS: Full time, salaried
VACANCY STATUS: This posting is for a new vacancy
APPLICATION DEADLINE: April 3, 2026
START DATE: May 2026
LOCATION: The Toronto Reference Library at 789 Yonge Street.
Foundation team members currently operate within a hybrid work schedule
Hiring Salary Range: \$75,000 - \$85,000 Salary will be commensurate with experience.
Eligible for additional compensation in annual performance bonus. Employer also matches, in part, contributions made to a defined-benefit pension.

Toronto Public Library Foundation: Helping Write the Library's Next Great Chapter

The **Manager, Design** will lead the execution and day-to-day stewardship of visual design for Toronto Public Library Foundation (TPLF). This role blends strong hands-on creative production with thoughtful brand leadership—ensuring all materials are cohesive, compelling, and aligned with the Foundation's visual identity.

Reporting to the Director, Marketing & Communications and working cross-functionally, the **Manager, Design** will serve as TPLF's in-house design lead. They will play a key role in shaping how the Foundation shows up visually across donor communications, campaigns, digital platforms, and events, bringing both strategic brand thinking and exceptional execution to every deliverable.

This position contributes directly to TPLF's fundraising success, donor engagement, and overall brand presence through high-quality, audience-informed creative work.

About Toronto Public Library Foundation

Toronto Public Library Foundation connects the generosity of donors with the limitless potential of Toronto Public Library—the world's biggest and busiest urban public library system. Together, we transform Torontonians' love of the library into vital support for programs, collections, and spaces that help people learn, connect, and thrive. With our donors, we're expanding literacy programs for kids, bridging the digital divide, strengthening civic engagement, and building inclusive, welcoming spaces in every neighbourhood in our city.

Key Responsibilities

Design Leadership & Brand Stewardship

- Serve as the internal lead for design and visual consistency across all Foundation materials.
- Help shape and evolve the application of TPLF's brand across print, digital, events, and in-branch presence.

- Ensure all creative outputs reflect high design standards and align with both Foundation and Toronto Public Library brand guidelines.
- Provide design expertise and recommendations to strengthen visual storytelling and audience engagement.
- Develop and maintain brand templates and tools that enable consistency and efficiency across teams.

Fundraising & Donor Materials

- Design high-impact proposals, donor impact reports, sponsorship packages, and other donor-centric materials to support fundraising goals.
- Design direct mail packages including letters, outer envelopes, newsletters, and bounce backs.
- Adapt materials for different donor audiences while maintaining cohesion within the broader brand.

Digital & Campaign Creative

- Design social media graphics, email headers and templates, digital advertising assets, and web graphics.
- Apply email design best practices to enhance performance and user engagement.
- Support website UX enhancements in collaboration with team members and external partners.
- Play an active role in the development of TPLF campaign materials by contributing creative ideas and ensuring campaign visuals are reflected consistently across all materials.

Events & Experiential Design

- Design event collateral including invitations, signage, presentation decks, sponsorship packages, and event web graphics.
- Coordinate with external vendors (printers, photographers, videographers, production teams, freelance designers etc.) to ensure high-quality execution.
- Support creative development of event branding for large-scale events like TPL Foundation's annual Biblio Bash Gala.

Collaboration & Operational Excellence

- Partner closely with the Director, Marketing & Communications to align design outputs with broader communications and fundraising goals.
- Work collaboratively with Toronto Public Library stakeholders, as required, to ensure materials reflect shared brand standards and approval processes.
- Serve as a trusted resource for brand and design guidance across teams.

Qualifications & Competencies

Education & Experience

- Post-secondary degree or diploma in graphic design, visual communications, or related field (or equivalent experience).
- Minimum 4-6 years of progressive design experience, preferably in a nonprofit, agency, or mission-driven organization.

- Experience working within established brand guidelines and contributing to brand evolution over time.
- Experience designing fundraising or donor-facing materials considered an asset.

Skills & Abilities

- Advanced proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Working knowledge of Canva and Figma.
- Experience with email marketing platforms and email design best practices.
- Photography, video editing, and motion design.
- Knowledge of HTML and website UX/UI principles considered assets.
- Strong visual storytelling and layout skills.
- Ability to think holistically about brand while executing individual deliverables.
- High attention to detail and commitment to quality.
- Strong project management and prioritization skills.
- Proactive, collaborative, and solutions oriented.
- Comfortable working within established brand governance structures and multi-stakeholder environments.

Why Apply?

You will:

- Join a high-performing, mission-driven team committed to enhancing access to knowledge, culture and community in Toronto.
- Work in a hybrid model that supports flexibility and collaboration.
- Contribute to enhancing the philanthropic perception of one of Toronto's most recognizable brands and institutions.
- Be part of an exciting new brand campaign to spread awareness of TPL Foundation as a charity of choice.
- Have opportunities for professional growth, skills development, and meaningful recognition.

To Apply

Please submit your CV and cover letter in a single PDF to tplfjobs@tpl.ca. In the subject line, write: **“Manager, Design – [Your Name]”**. Applications will be reviewed on a rolling basis.

The Toronto Public Library Foundation uses a people-focused approach to evaluating applicants. We do not utilize artificial intelligence during the recruitment process.

The Toronto Public Library Foundation welcomes all people and perspectives and aims to reflect the diversity of Toronto on our team. We are committed to employment equity and diversity and welcomes applications from Indigenous people, visible minorities, persons with disabilities, persons of any sexual orientation or gender



identity. Accommodation is available on request throughout the hiring process. Only those selected for interview will be contacted.