Job Description

July 2026

Company Name	Godin Productions Ltd.
Job Title	Head of Structural Design

Job Summary:

We are seeking an experienced and accomplished **Head of Structural Design** to lead Godin Productions' structural design department and play a central role in its continued growth. This is a senior leadership role at the heart of our creative and production operation — you'll lead the structural design function, set the standard for quality and craft, and be the person our sales, estimating, production, and client teams rely on to get it right.

You'll oversee the full lifecycle of structural design work: from client briefing and concept development through to die line review, BOM preparation, mock-up production, first-off approvals, and on-site display setup. You know corrugated inside and out. You're fluent in ArtiosCAD. And you have the depth of experience and steadiness to lead a growing team of talented Structural Designers while staying genuinely hands-on with the work yourself.

This is a rare opportunity to take true ownership of a structural design function inside a company that cares deeply about the craft, has the manufacturing capability to back it up, and produces work that ends up in stores across the country every day. If you're a Senior Structural Designer who thrives on leading a team, staying close to the work, and building something lasting — this is the role for you.

Key Responsibilities:

As a Leader:

- Lead and manage Godin's structural design team setting clear expectations, providing hands-on mentorship, and building a department culture defined by craft, accountability, and pride in the work.
- Own the structural design function end to end: intake of new briefs, project assignment, design development, review cycles, and final delivery — with a relentless focus on On-Time In-Full execution.
- Proactively analyze workflows, identify opportunities for improvement, and ensure new solutions are documented and standardized across the department.
- Report regularly on team metrics, monitor project timelines, scope changes, and workload, and proactively resolve issues before they impact delivery.

- Work cross-functionally with graphic design, sales, estimating, production, and suppliers to ensure design accuracy, resource alignment, and scheduling across all active projects.
- Lead innovation initiatives within the structural design team — staying current on industry trends, materials, software, and technologies.
- Serve as the primary structural design point of contact across Godin's internal teams, ensuring clear and timely communication between structural design, sales, estimating, production, and project management.

As a Designer:

- Design, develop, and refine corrugated POP displays and temporary retail structures from initial concept through to production-ready die lines and BOMs.
- Cut and assemble physical mock-ups using a Kongsberg cutting table, coordinate ship and drop tests, and drive all prototype activity through to client approval.
- Review die lines for completeness and accuracy; confirm COW and HSC sizes; share finalized die lines with Godin production staff and relevant stakeholders.
- Prepare and assist with BOMs, instructional videos, turnover documents, and assembly instruction sheets.
- Attend client briefing meetings, first pack approvals, offsite press approvals, and production first-offs as required.
- Manage project delivery dates and time-sensitive expectations across the structural design workload, communicating proactively when timelines are at risk.
- Check, qualify, and inventory incoming display parts to ensure accuracy before production runs.
- Support display setup at store level when required and participate in site visits and store audits as project needs dictate.
- Support the manufacturing team with file conversion, job setup, and quantity checks on the production table.

Qualifications:

Education:

College diploma or university degree in Packaging Design, Graphic Design, Industrial Design, or a related field, or an equivalent combination of formal training and hands-on structural design experience.

Core Professional Competencies:

- 10+ years of structural design experience with a focus on corrugated POP displays, temporary retail structures, and packaging for major CPG or retail brands.
- 5+ years of experience leading or managing a structural design team — you know how to get the best out of a group of designers while keeping your own work sharp and your standards high.

- Advanced ArtiosCAD proficiency specific to the retail display and POP industry is required. Working knowledge of ArtiosCAD programming is a strong asset.
- Experience using a Kongsberg cutting table (or equivalent sample-making equipment) for corrugated and plastic materials is required.
- Deep knowledge of corrugated materials — flute profiles, board grades, COW/HSC specifications — and a clear understanding of how material choices affect structural integrity, print performance, and production cost.
- Experience reviewing and approving die lines for completeness, accuracy, and production readiness.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, Acrobat). Familiarity with AutoCAD is an asset.
- Hands-on familiarity with BOM preparation, turnover document production, assembly instruction development, and instructional video creation.
- Comfortable working directly with the manufacturing floor, including file conversion, job setup, and quantity checks on production equipment.
- Experience coordinating ship and drop tests, first pack approvals, press approvals, and production first-offs.
- Solid understanding of print production processes relevant to corrugated display work, including digital, flexo, and litho-laminate.
- Strong project management instincts — you manage multiple deadlines with calm authority, report proactively on team performance, and communicate clearly when priorities shift.
- A process improvement mindset — you look for ways to work smarter, standardize what works, and build efficiency into everything your team does. Lean certification is an asset.
- Familiarity with AI tools as they apply to structural design workflows is an asset.
- A “can do”, roll-up-your-sleeves mentality. You’re as comfortable cutting a mock-up yourself as you are directing a team — and you take genuine pride in a department that performs at the highest level.

Leadership & Communication Skills:

- Proven ability to lead, mentor, and develop a structural design team while maintaining strong personal output and uncompromising quality standards.
- Excellent communication skills across all levels of the organization — you work comfortably with clients in briefings, with sales and estimating teams on specs, and with the production floor on execution details.
- Strong interpersonal skills and a collaborative approach that builds trust across Godin’s creative, production, and account functions.
- Comfortable in client-facing settings — presenting structural concepts clearly, managing expectations with confidence, and representing the department with professionalism.
- Organized and detail-oriented, with the discipline to maintain accurate records, clean shared workspaces, and consistent documentation standards across a busy department.

Remuneration:

$100,000 – $120,000 for a full-time role depending on candidate's experience, plus benefits.

Apply by email: hr@godinproductions.com

Other:

This is a fully on-site role, 5 days/week (Toronto – DVP & Eglinton area).

Godin Productions Ltd.:

For 36 years, Godin Productions has been the behind-the-scenes force helping Canadian and global brands show up beautifully at retail, trade shows and events in North America. We design and produce in-store displays, shopper marketing campaigns, POS materials, event builds, and print solutions, end to end, for some of the most recognized names in food, beverage, and consumer goods. With manufacturing facilities in Toronto, we have the in-house capability to take a project from first sketch to finished installation — and we're in a period of exciting growth, investing in new capabilities and expanding what we can offer our clients.

This is a rare opportunity to lead a structural design function inside a company that genuinely cares about craft, has the manufacturing capability to back it up, and works directly with blue-chip clients on work that ends up in stores across the country every day.

Godin's Mission Statement:

Godin is an independently owned retail effectiveness and efficiency company that provides end-to-end retail marketing services which surprise and delight both marketing and procurement leaders. We maximize client value on every project by way of Transparent Collaboration®. Our service-obsessed team members utilize industry-leading software technologies and our proprietary operating model to closely work with clients, delivering innovative retail solutions that drive conversion - all in a timely manner and at a fair price.

Godin's Brand Identity and Values:

We believe in maximizing our client satisfaction and value. What matters to them matters to us be it creativity, responsiveness, flawless execution, innovativeness, transparent project management, collaboration, data management (research, insight & reporting), fair pricing or something else.

We passionately and tirelessly provide world-class service to our clients to help every client and their respective brand(s) succeed. We do this with a "can do" attitude on every project. No job is too big, nor too small and we always strive to drive efficiently with innovative thinking around every project.

We not only enjoy working with our clients, but we love working with our fellow employees. Owners and employees strive to provide transparency, collaboration, fairness, diversity and respect for ideas and creativity to one another.

Equal Opportunity:

Our company is committed to fostering diversity, equity, and inclusion. We actively encourage applications from qualified individuals of all diverse backgrounds and are dedicated to creating an inclusive environment where everyone has an equal opportunity to thrive. We thank all applicants for their interest; however, only candidates selected for an interview will be contacted.

Accommodation:

We provide accommodation to candidates with disabilities throughout the recruitment process and the full employee lifecycle. If you require reasonable accommodation, please contact our HR team at hr@godinproductions.com.

AI:

Our company may use AI for candidate screening while ensuring fairness, avoiding biases, and respecting protected characteristics under the Ontario Human Rights Code. We conduct regular audits and handle personal information confidentially in compliance with privacy laws.