

Wayfinding Planner

Company Overview:

The Look Company specializes in providing world-class visual engagement solutions for sport, retail, and commercial clients around the globe. We are a high-energy, fast-paced organization that thrives on innovation, collaboration, and results. As we continue to grow, we are looking for a driven individual to help lead our production efforts and support our expanding operations.

At The Look Company, we value creativity, teamwork, and a can-do spirit. With offices in Canada, USA, Europe and the Middle East, we offer the chance to grow with a global company that rewards initiative, supports professional development, and fosters a culture of belonging and excellence.

Position Overview: Full-time, contract

Location: Barrie, ON | Tampa, FL | Seattle, WA | Remote available**

***This position may be based in-office or remote, with travel required. Applicants must have valid working rights in Canada or the United States.*

We are seeking a highly skilled and dynamic **Wayfinding Planner** to lead all operational aspects of the **FIFA World Cup 2026**. The Wayfinding Planner is responsible for managing scope, dot map & content planning, organizing, implementing, and maintaining project schedules and managing documentation to ensure a smooth operational flow for assigned wayfinding venues. This role requires exceptional organizational skills, attention to detail, and the ability to communicate effectively with all project stakeholders. The ideal candidate will have a proactive approach, with the ability to anticipate project needs, discern work priorities, and meet deadlines with little supervision. Familiarity with wayfinding & project management software and tools is essential, as is the ability to coordinate between various teams and departments to ensure project objectives are met efficiently and effectively.

Role Responsibilities:

Scope, Planning & Delivery

- Conduct site visits to determine client group and event wayfinding needs
- Work with relevant stakeholders to define the wayfinding scope including mapping routes, preparing dot maps, message schedules, sign type and message content.
- Input into wider Wayfinding strategy in conjunction with Project Director and client, focusing on standardization and efficiency for both design, production and installation.
- Produce wayfinding sign design documentation using the LookConnex tool
- Present wayfinding scope for review to the relevant client stakeholders and obtain wayfinding scope sign-off.

- Identify variations to scope and manage the changes through the change management process.
- Input to full scale project plans for each project and obtain Program Manager & Project Director approval.
- Work closely with Project Director to plan and schedule project timelines & deliverables.
- Work with Project Director to identify any documentation required for successful delivery and installation
- Conduct Wayfinding design reviews with production and installation teams to communicate requirements and plans.
- Be a point of contact and source of truth for Venue Managers & Wayfinding Installation Managers during the delivery phase
- Spot check documentation and installation of onsite implementation to ensure accuracy and communicate any issues to Wayfinding Installation Manager

Governance

- Perform risk management to minimize project risks. Identify and update risks to Project Director.
- Perform Issue management to minimize project issues. Identify and update issues to Project Director.
- Identify opportunities or improvements both internally and externally to Project Director & Program Director.
- Quality assurance on scope and information gathering
- Monitor, track and report on progress and deliverables for internal and client requirements
- Input to Project Director on project budget maintenance
- Input to regular reporting as per project and client requirements, including but not limited to daily/weekly progress, risk and issues, project close out etc.
- Detailed and organized document management and storage
- Develop best practices, tips of the trade and new methods to further enhance project execution for the rest of the TLC team. Identify where improvements can be made on internal processes.
- Ensure all team members adhere to safety standards as per company and venue policy, and that all team members wear appropriate clothing and PPE as issued by the company

Client & Stakeholder Management

- Travel to site and to meet with clients and other stakeholders
- Identify and resolve issues and conflicts within the project management team, clients and other stakeholders.
- Communicate changes, impacts, risks & Issues to client & other stakeholders. Work with team to mitigate risks and resolve issues.
- Ensures project is being delivered to client expectations

- Acts as Wayfinding lead providing excellent and professional customer service at all times

Other

- Maintain positive relationships with internal and external stakeholders.
- Ensure the integrity of the business image both internally and externally.
- Be an escalation for customer (internal or external) concerns, help to resolve in a timely manner.
- Model exemplary behavior and lead by example
- Perform other duties as assigned.

Qualifications & Requirements

- Prior experience in event project/program management specifically in the areas of look wayfinding and/or dressing
- PMP certification is an asset
- Ability to understand and read CADs and drawings
- Excellent communication abilities; fluent in English (written & spoken). Other languages desirable (French, Spanish).
- Experienced with MS Office and Microsoft Project or equivalent Project Management software
- Experience with signage planning software and documentation is significant advantage
- Ability to manage teams of employees (project managers and installation managers)
- Ability to effectively coordinate and influence groups of internal and external stakeholders
- Ability to work with all types of different nationalities with varying English comprehension levels without bias or prejudice
- Excellent customer service manner & ability to communicate and manage clients when required
- Effectively prioritize and execute project requirements and tasks, even under high pressure.
- Flexible & adaptable, especially during times of change & can conform to shifting priorities throughout project
- Decision making, critical thinking & problem-solving abilities
- Risk, Issue & Conflict Management
- Stress tolerance including the ability to be productive and levelheaded when faced with conflicting demand
- Leadership & team player abilities
- Self-motivated and able to motivate others
- Organized and detailed in communication and administration

Preferred Skills and Qualifications

- Bachelor's degree in Business Management, or another related field.
- Experience in the printing, event, or dressing & signage industry.

We believe a diverse workforce makes a difference. We are an Equal Opportunity Employer. We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.