

JOB POSTING – CANADIAN PREMIER LEAGUE (CPL)

Position Title:	Digital Marketing Manager
Department:	Marketing
Immediate Supervisor(s):	Vice President, Marketing
Start Date:	Immediately
Term:	Full Time
Location:	Toronto, ON

JOB SUMMARY:

The Digital Marketing Manager is a skilled digital marketer that has a passion for soccer, with the objective and mission to elevate pro soccer in Canada. We seek people who can lead, grow, think, dream, and create. Our culture thrives by embracing diversity and rewarding imagination. Canadian Premier League (CPL) seeks achievers, leaders, and visionaries. At CPL, it’s about each person bringing their authentic self, skills, and passion to serve the daring spirit of youth.

This is a central role that requires your best analytical thinking. You are passionate about the full marketing funnel, specifically acquisition and conversion of users. Understanding the Fan Engagement journey is critical to driving value for our Clubs. Our campaigns require a focus on optimization, community segmentation, and strategy. Help us scale by improving our user funnel metrics, acquisition costs, offer and content planning, and by helping us automate our campaign operations.

You will be recruiting new members into our community, and converting existing members, to successfully fill a campaign. Your critical thinking, strategy and creativity are imperative to our campaign success. As the driving force behind our marketing campaigns, you care about the outcomes and are constantly monitoring the campaign performance and optimizing to ensure they meet our goals, on time and on budget.

CPL does more than pro soccer. It is a place to explore potential, obliterate boundaries and push out the edges of what can be. The brand looks for people who can grow, think, dream and create. Its culture thrives by embracing diversity and rewarding imagination. The brand seeks achievers, leaders and visionaries. At CPL it’s about each person bringing skills and passion to a challenging and constantly evolving game.

Our Company is an equal opportunity employer and values the diversity of the people it hires and serves. To us diversity means fostering a workplace in which individual differences are recognized, appreciated, respected and responded to in ways that fully develop and utilize each person’s talents and strengths.

OVERALL RESPONSIBILITIES

- Develop and collaborate on marketing campaigns and action plans to drive department strategy; including targeting recommendations, test design, channel optimization, product strategy and cost/benefit analysis based on data analyses
- Build our cross-channel CRM campaigns (email, push notification, in-app message) from targeting, template creation to QA, and reporting
- Manage the build and the execution of the CPL App/CanPL.ca strategy and supporter journey, leveraging best practices and learnings informed by data and insights in collaboration with our Clubs.
- Perform day-to-day content marketing activities including, but not limited to, email campaign build, set-up, scheduling, testing and deployment of one-time, recurring, triggered and dynamic content-driven campaigns
- Drive membership engagement strategy for the CPL App/CanPL.ca fan experience including content, targeting, and journey design.
- Own the Data Management, Analytics and Innovation for the business. Analyze and profile available, reliable, and relevant data (internal and external) to uncover insights in support of the business. Measure and report performance of campaigns and assess against goals (ROI and KPIs).
- Develop a Loyalty marketing calendar inclusive of necessary incentives, partnerships, and messages to drive supporter journey. Partner with the Clubs to optimize their over digital success through sharing of best practices including campaigns and activations on the App Loyalty program.
- Incorporate industry best practices and reporting roadmap to build a solid scalable foundation/ solution and define performance analytics standards, guidelines and marketing KPIs for marketing strategies, programs and campaigns to measure effectiveness
- Proactively stay current with the latest CRM, Lifecycle Marketing and Marketing Automation trends, to provide innovative recommendations
- Responsible for creating CRM strategies for the organization. Help in providing suggestions in the process of selecting appropriate digital tools and provide consulting on implementing latest techniques for measurement and analysis.
- Collaborate with the sales and sponsorship team to effectively and creatively come up with solutions to execute digital marketing campaigns.
- Establish strong relationships with key internal and external stakeholders, particularly your peers at our member Clubs. A service focus mentality. Collaborate and plan together in order to ensure a successful campaign roadmap.
- Ability to liaison between brand teams and agencies to ensure project tasks are clearly defined, including roles and responsibilities.

- Comply fully with all privacy, confidentiality, marketing permissions, data security and other requirements related to the handling, access and storage of customer data
- Leverage insights and best practices to continually improve decision-making, processes and campaign development activities and data reporting accuracy

QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE)

- You have a minimum of 3 - 5 years of experience in digital marketing
- You're highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- You can demonstrate the ability to build out a strategic marketing plan with specific outcomes
- You demonstrate an understanding of digital acquisition best practices and experience/technology trends and managing social, paid search, SEO, video, DSP and display advertising campaigns
- Experience with developer services (APIs & SDKs).
- Heavy marketing/CRM experience, including leading customer loyalty and direct marketing programs
- Strong interpersonal, consensus-building skills, with ability to communicate and achieve results across multiple audiences in complex organizational structure. Service oriented mentality.
- Data is your friend - you have strong analytical skills and are able to collaborate with others to identify potential solutions and to think objectively
- You're a natural storyteller, with the ability to decipher data and communicate it to a variety of audiences

OTHER CONSIDERATIONS

- Will be required to travel and work evenings and weekends when necessary

Please apply with a cover letter and CV and submit your application to the attention of Roy Nasrallah, VP Marketing careers@canpl.ca

We'll hire the right candidate when we meet them.

Canadian Premier League is an inclusive employer dedicated to building a diverse workforce. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout all stages of the recruitment and selection process.

We thank all applicants in advance for their interest; however, only those candidates selected for an interview will be contacted.