



CANADIAN PREMIER LEAGUE  
PREMIÈRE LIGUE CANADIENNE

---

## JOB POSTING – CANADIAN PREMIER LEAGUE (CPL)

---

Position Title:	<b>SOCIAL MEDIA INTERN</b>
Department:	Communications
Immediate Supervisor(s):	Social Media Manager
Start Date:	Immediately (for 3 months)
Term:	Internship
Location:	Toronto, ON

### **Overview**

The Canadian Premier League (CPL) is looking for a qualified candidate who is passionate about soccer and social media to join our team for the rest of the season as a **Social Media Intern**. As the Social Media Intern, you will support the online voice of our brand ensuring community is at the heart of everything we do. You will become an expert in brand storytelling and help us communicate our brand value through authentic engagement with sponsors, fans and followers alike.

Internships with Canadian Premier League will provide qualified interns with an assortment of valuable learning experiences and exposure to all facets of a professional soccer league's front office. Interns will be asked to work primarily nights and weekends.

### **The Opportunity**

- Assist in scheduling social media content on organic social media platforms (currently Instagram, Twitter, Facebook & TikTok) using our scheduling platforms.
- Monitor our social content and engage with followers in a timely manner through our brand voice.
- Assist the Social Media Manager with brainstorming and creating social media content that pertains to our campaigns, launches, and seasonal matches.
- Assist in reporting social media impressions, engagements, and overall results to optimize highest performing content/campaigns to scale.
- Manage day to day Social Media content calendar ensuring updates/changes are communicated across the Marketing Department Identify new opportunities for social content across all channels
- Help create, manage, and execute digital content calendar
- Assist with game day social media coverage
- Participate in meetings and brainstorming sessions for upcoming projects

### **Qualifications**

- Current student studying Marketing, Business, Communications, English or any equivalent focus in University/College ideally who has an internship requirement as part of their program (but not necessary)
-



CANADIAN PREMIER LEAGUE  
PREMIÈRE LIGUE CANADIENNE

- Computer Skills: Excel, Word, Power Point, Outlook, analytics/business insights tools  
Proven experience in marketing or advertising with a strong focus on digital and/or social media.
- An understanding of social media analytics including impressions, reach, engagement.
- Excellent verbal and written communication skills necessary to interface with a variety of audience
- Self-motivated with a keen sense of accountability and time management.
- Strong understanding and interest in the major social media platforms and their best practices, including Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok.
- Must be able to work a flexible schedule around game days/nights, including weekends.

### **Apply**

Please submit your application to [nick.kohut@canpl.ca](mailto:nick.kohut@canpl.ca) with a resume and the following: [HIGHLIGHTS | Forge FC vs Valour FC \[Game 9, July 20\]](#), using the following highlight pack from a CPL match, please draft up the copy for any social posts you would make for the highlights that occurred along with the platforms you would post each piece of content on.

The 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.