
JOB POSTING – CANADIAN SOCCER BUSINESS (CSB) | CANADIAN PREMIER LEAGUE (CPL)

Position Title:	Marketing Director
Department:	Marketing
Immediate Supervisor(s):	VP Marketing
Start Date:	Immediately
Term:	Full Time
Location:	Toronto, ON

CSB OVERVIEW

Canadian Soccer Business (CSB) represents commercial rights for Soccer in Canada from the grassroots level to Canada Soccer's National Teams, along with the Professional game. This includes, but is not limited to the Canadian Premier League (CPL) and its eight member Clubs, Canada Soccer's Men's and Women's National Teams and grassroots soccer programming.

CSB's storytellers, Marketing, Content and Communication set the brand tone. A creative force of specialists tells soccer and culture stories through branding, advertising, digital engagement, and brand execution. Using all our channels, Marketing, Content and Communication teams connect the science and art of the beautiful game to the hearts and minds of fans in Canada.

The nature of the work is focused on creating brand demand, understanding external constituents, and effectively presenting league and club information. In the Marketing Director role, you drive the seasonal direction for the league across all the Key Cities. Your primary main focus is on youth culture, inspiring our supporters through the power of soccer, fashion, gaming, music and arts.

With Canada hosting matches in the FIFA World Cup 2026™ with co-hosts Mexico and the United States, and the CPL preparing for its fourth season, the excitement is building and there has never been a better time to be involved in Canadian soccer!

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.

THE OPPORTUNITY

- The Marketing Director is a leader role in the CSB/CPL team. You will take the lead role in crafting and executing category and seasonal initiatives that strengthen the CPL brand, build demand, and forge unbreakable relationships with our supporters and communities the brand serves.

- Become an expert on the CPL brand; partner with our Clubs team to share insight of local supporters, to develop and adapt national brand plans that are aligned with the overall CPL strategies. You will contribute to the team's development of strategy, implementation, and evaluation of plans, leading the efforts of cross-functional and club teams across Canada.
- Inspire and enable the next generation of gamechangers. You have experience managing complex projects, programs and activations. And have developed integrated marketing campaigns in sports, entertainment, and/or lifestyle.
- Collaborate with cross functional business partners across content, communications, partnerships and operations to build supporters and partners right concepts that manifest for supporters across Canada.
- Drive ongoing excellence, efficiency, and value in the delivery of hundreds of annual marketing and activation projects for both internal and external partners
- Lead the gathering and use of fan data to build a stronger brand, increase fan support, and improve revenue performance across verticals
- Serve as a committed and responsible member of the Senior Leadership Team, to align brand and content development strategies and plans with the organization's corporate vision, values and strategic business objectives
- Work in concert with the VP of Marketing to develop annual brand theme and maintain brand standards throughout all fan touchpoints
- Support the Partnership team to realize partners goals and deliver partnership value by improving the quality, partner experience, and engagement of all activations
- Grow our fan base within identified target segments and execute targeted campaigns to improve overall affinity and loyalty
- Develop and implement data analyses, data collection systems and other strategies that optimize statistical efficiency and quality. Acquiring data from primary or secondary data sources and maintaining databases.
- Drive fan segmentation and modeling of our fan data to drive insights to predict account adoption, individual user behavior and align modeling and insights to support engagement and lifecycle programs across marketing and partnerships programs.
- Propose new and innovative ideas or find and evaluate third-party vendors that address gaps in the business and integrate these solutions into daily operations

ROLE REQUIREMENT:

- Lead go-to-market process with CSB/CPL functions: communications, creative, content, digital, partnership and commerce to drive impactful annual and seasonal campaigns. Ability to prioritize for the team and drive efficiency in workstreams
- Art: Responsibility of executing marketing plans to bring impact and differentiation for the brand. Understanding best practices in the market and emerging strategies that will keep the CPL brand up to date and ensure the business a competitive edge in brand and creative communities.
- Science: Be on top of supporter insights, supporter segmentation, competitive intelligence, industry trends, and developments. Own seasonal concept map and have

full visibility on forecast and revenue for the business through monitoring performance of brand marketing program initiatives, their progress, and results.

- Great interpersonal and communication (verbal & written) skills; a builder of bridges and relationships with internal and external partners to enable collaborations. Someone is flexible and nimble to embrace changes, while also rally the team together to work towards one goal.
- Highly organized/detail oriented; CPL is a fast-paced, dynamic environment so this individual must be able to juggle and stay on top of various projects while leading the team.
- Love of youth culture & sport —with a strong passion for Soccer.

QUALIFICATIONS, EXPERIENCE & SKILLS:

- Education: A post-secondary degree or diploma from a recognized institution in a related field or an equivalent combination of education and experience
- A minimum of 5 years of work experiences as a senior brand marketer or comparable role
- Excellent people skills, with an ability to work closely and cooperatively with internal and external partners at all levels
- Experience leading a team - strategic direction, focusing effort, and driving passion and motivation towards the realization of department goals and objectives
- Highly-organized and detail-oriented individual with outstanding administrative and time management skills
- Experience compiling reports and giving presentations to senior executives
- Skills driving both highly analytical as well as highly creative ideas to improve overall fan experiences

OTHER CONSIDERATIONS

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

CONTACT

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.