



DIGITAL MARKETING DIRECTOR

THE POSITION

Position: Digital Marketing Director

Reports to: VP, Marketing

Status: Full-time, Permanent

Start Date: Immediately

Location: Downtown Toronto, ON

THE BUSINESSES

The Canadian Soccer Business (CSB) represents a suite of top-tier national corporate partnerships and media rights assets that are core to the sport of soccer in Canada. This includes Canada Soccer's National Teams, along with all rights and operations associated with the Canadian Premier League (CPL). The CPL is Canada's Tier 1 domestic men's professional soccer league playing in the global FIFA ecosystem of competitions currently operating 8 clubs in cities coast to coast.

JOB SUMMARY

The Digital Marketing Director is a skilled digital marketer that has a passion for soccer, with the objective and mission to elevate pro soccer in Canada.

This is a central role that requires your best analytical thinking. You are passionate about the full digital marketing funnel, specifically the 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.

Your critical thinking, strategy and creativity are imperative to our campaigns' success. As the driving force behind our digital 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.

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.

KEY RESPONSIBILITIES

- Develop, own and execute CPL's digital marketing strategy
- 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 and oversee the loyalty marketing calendar inclusive of necessary incentives, partnerships, and messages to drive supporter journey.
- Partner with the Clubs to optimize their 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 the effectiveness
- Ability to liaison with external 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
- Planning, implementing, managing, monitoring, and upgrading the organization's website.
- Develop and conceptualize a comprehensive UI/UX design strategy for the league
- Improving the user experience of CPL App/CanPL.ca regularly

QUALIFICATIONS

- You have a minimum of 6-8 years of experience in digital marketing including managing teams
- 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
- Independent operator requiring minimal direction and supervision to be effective in the role
- A passion for the game of soccer in Canada would be considered an asset
- Ability to troubleshoot website issues in a fast-paced environment
- Strong attention to detail when it comes to website UI/UX design
- Experience with developer services (APIs & SDKs).
- Heavy marketing/CRM experience, including leading customer loyalty and direct marketing programs
- Strong interpersonal, consensus-building skills, with the ability to communicate and achieve results across multiple audiences in complex organizational structures.
- 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
- CSB/CPL requires a COVID-19 vaccination as a condition of employment, subject to exception under applicable law

CONTACT

Please apply with a cover letter and CV and submit your application to the attention of Tidiane Bah to 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 applications in advance for their interest; however, only those candidates selected for an interview will be contacted.