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

Position Title:	Associate Manager, Partnership Service & Marketing
Department:	Partnerships
Immediate Supervisor(s):	Director, Partnership Marketing & Events
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 nine member Clubs, Canada Soccer’s Men’s and Women’s National Teams and grassroots soccer programming.

CSB has the ability to integrate assets and reach across its properties and partnership marketing vehicles locally, regionally, nationally and internationally via all platforms, including media, broadcast, digital, in-stadium/event activations, community programming and more.

With Canada hosting matches in the FIFA World Cup 2026™ with co-hosts Mexico and the United States, and the CPL entering its third 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.

OVERALL RESPONSIBILITIES

- Achieve excellence in partner servicing and the delivery of contractual obligations to CSB partners, with the expectation that your work will help retain, enhance, and grow CSB’s partnership revenue
- Responsible for populating, gaining approval for and reporting against an annual partnership service plan for CSB
- Implement a schedule and process for obtaining feedback from partners and delivering partnership reports at a frequency that will allow CSB to deliver excellence in partnership marketing
- Provide innovative client service, fan engagement and partnership marketing solutions

- Assist the Corporate Sales department with sales proposal preparation, hospitality VIP event planning and servicing, collateral updates and reporting
- Liaise with suppliers/contractors to facilitate the execution of sponsor-related programs
- Facilitate ideation by leading cross-functional brainstorms to inform creative solutions
- For partner renewals, analyze benefits vs partnership value on annual basis and make recommendations regarding pricing and benefits
- Identify new partnership opportunities for current partners that bring additional value to CSB and the partner
- Manage all partner ticketing and hospitality requirements with all CPL clubs
- Manage vendor relationships to successfully support the partnerships team.

MEASUREMENTS OF SUCCESS

- Effectively supports the client service efforts for the Partnerships Team
- Support the retention and growth of revenue
- Contributes meaningfully to surpassing all departmental revenue targets
- Establish and maintain positive relationships with prospects and new partners and vendors

QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE)

Job Specific Skills and Abilities:

- Experience developing sponsorship property assets that align with partner objectives
- Understanding of activating sponsorships, core partnership marketing concepts, valuation, program customization
- Strong interpersonal skills and communication skills in all internal and external relations
- Ability to establish and grow trusted relationships,
- A strong sense of pride ownership over projects they lead
- Excellent comprehension and ease with the application of Microsoft Office programs, particularly PowerPoint and Excel, along with Apple Keynote
- Strong aptitude in sales deck creation and partner reporting
- Is positive, outgoing and enjoys partnerships marketing and client service
- Ability to multitask and work under pressure in a fast-paced environment
- Is self-motivated, enjoys working with partners and helping them reach their objectives while exceeding expectations
- Ability to work with multiple stakeholders
- Outstanding organizational skills and attention to detail
- Ability to effectively communicate and influence with different levels the organization
- Ability to think creatively in developing strategic partnership solutions

Education and Experience:

- 2+ years corporate partnership service, media sales service or agency experience
- Proven track record of successfully servicing clients, establishing, and growing client relationships
- Post-secondary degree/diploma in marketing, business, sports administration, or other related disciplines an asset
- Experience in an agency setting an asset
- Experience with Google Analytics, SEO & SEM an asset

OTHER CONSIDERATIONS

- Will be required to travel and work evenings and weekends when necessary
- Will be required to have access to a vehicle at all times
- 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 Teresa Spinelli 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.