

---

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

---

Position Title:	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
- Assist in the prospecting of new Corporate Partnership opportunities externally for Canada Soccer and the CPL, and other properties for which CSB acts as an agent
- Responsible for populating, gaining approval for and reporting against an annual partnership service plan for CSB

- Cultivate and 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
- Work collaboratively with the Marketing Team to develop and implement new asset streams and inventory that provides new revenue generation opportunities for existing and prospective partners
- Lead efforts in providing innovative client service, sales strategy, fan engagement and partnership marketing solutions
- Assist the Marketing and Digital Content Teams in optimizing programming and content, while delivering meaningful data and data insights that can be actionable
- Identifying internal programming and stadium elements across the CPL to generate new revenue streams
- Develop and maximize networking opportunities with potential partners and relevant marketing agencies
- Understand partner and prospect brand DNA and design sales presentations to reflect brand synergies and positioning
- Assist the Corporate Sales department with sales proposal preparation, hospitality VIP event planning and servicing, collateral updates and reporting
- Deliver innovative and impactful on-brand and on-target partnership programs for new business prospects
- Liaise with suppliers/contractors to facilitate the execution of sponsor-related programs
- Facilitate ideation by leading cross-functional brainstorming to inform creative solutions
- Effectively delegate responsibility to other Partnership Service Team members to ensure all contracted elements are fulfilled and over delivered upon
- Maintain agreed upon levels of renewals and upsells
- For partner renewals, analyze benefits vs partnership value on annual basis and make recommendations regarding pricing and benefits
- Identify and present new partnership opportunities for current partners that bring additional value to CSB and the partner

### **MEASUREMENTS OF SUCCESS**

- Effectively leads 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
- Creates and implements new partnership opportunities to drive incremental revenue

## **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,
- Strong attention to detail with the ability and initiative to work independently
- 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
- 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
- Confidence and persuasiveness in presenting and up-selling to existing partners
- Negotiating skills and ability to diplomatically 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 and brand pairings with Canadian Soccer Business' suite of assets
- Strong attention to detail when building bespoke proposals and decks for existing roster of partners & new prospective partners

### ***Education and Experience:***

- 3+ years corporate partnership service, media sales service or agency experience
- Proven track-record of retaining and driving new revenue
- 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](mailto: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.*