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

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Position Title:	<b>Social Media Host &amp; Producer</b>
Department:	<b>Media &amp; Content</b>
Immediate Supervisor:	VP, Media & Content
Start Date:	Immediately
Term:	Full Time
Location:	Toronto, ON

**CANADIAN PREMIER LEAGUE (CPL) & CANADIAN SOCCER BUSINESS (CSB) – WHO WE ARE**

We are two organizations under one roof with a shared goal of making soccer the #1 sport in Canada. More specifically, we are Canada’s Tier 1 professional soccer league (Canadian Premier League or CPL) and a related commercial business (Canadian Soccer Business or CSB) that complement one another in pursuit of this goal.

The CPL is comprised of eight member Clubs serving communities from coast to coast. In 2023 we will embark on our fifth season building upon our record setting playoffs to end the 2022 campaign. In addition to playing in domestic competitions (CPL and the Canadian Championship), we also represent Canada in the global FIFA ecosystem via our regional club competition, the Concacaf Champions League.

CSB is a commercial agency that is the engine of growth for Canadian Soccer. It represents media rights and a suite of leading national corporate partnership properties including Canada Soccer’s Women’s and Men’s National Teams, Youth National Teams, Canadian Championships, CPL and its member Clubs, and League1 Canada (League1 Canada is the country’s top pro-am league, a key part of the pathway to professional soccer for Canadians including 67 women’s teams and 94 men’s teams).

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

## **POSITION OVERVIEW – WHO YOU ARE**

We are looking for you to be one of the faces of the Canadian Premier League. The media and content team here at CPL continues to grow and as we look to make significant strides forward in 2023, we are looking for a host who can produce content to connect with our fans primarily across our social media platforms.

## **SCOPE OF RESPONSIBILITIES**

- Produce and generate engaging content that can connect with fans of the Canadian Premier League
- Connect with fans of the sport in this country to understand what they enjoy watching
- Develop and grow an already deep understanding of the Canadian Premier League, its players and soccer in this country
- Work with the media and content team at the league as well as our clubs, collaborating and building relationships that will ensure the produced content is genuine, authentic and relatable
- Monitor social media trends with the social media manager and content team to react to KPIs across all league social properties to help in decision-making
- Develop long-term and short-term strategies around the timing of social media content
- Attend and cover matches or marquee league events with the ability to cover the games in a written, audio, or video capacity

## **QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE)**

### ***Job Specific Skills and Abilities:***

- Profound knowledge and passion for Canadian soccer
- Experience with, and knowledge of, all social media platforms and how to connect via video with followers, particularly on TikTok
- A strong on-camera presence
- A passion for connecting with people with a keen ear for listening, particularly during interviews
- Strong communication, prioritization, time management, and organization skills
- Experience and ability to manage workflow and deadlines for multiple projects across the team's slate of work
- Basic familiarity with creative tools like Adobe Photoshop and Premiere for content creation
- Excellent eye for the curation of visual content
- Exceptional writing ability and strong understanding of English grammar

### ***Education:***

- 2-4 years relevant work experience

**Other Considerations:**

- Proficiency in French and/or Spanish is a plus for any candidate
- While we strive to create appropriate work-life balance, this position will require the candidate to travel and work evening and weekends as necessary.
- 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 Alise Wilson at [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.*