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

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Position Title:	<b>Director, Digital Marketing</b>
Department:	<b>Marketing</b>
Immediate Supervisor:	TBD
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 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 our next Director of Digital Marketing, a position that can make us all better. This person will bring a passion for soccer, but just as important, will bring a passion for social media, the user experience, and digital technology while working closely with all departments to take our engagement to another level. This person is our specialist in digital expertise and quality of product. Much like a top-class central midfielder, you will need to have the ability to adapt to different personalities on different teams, have strong time management and organization skills while having the understanding that you must have both a long-term vision and a crucial eye for detail.

## **SCOPE OF RESPONSIBILITIES**

- Ownership of the digital landscape (website, apps, email, technical infrastructure)
- Planning, development and implementation of the overall digital marketing strategies to maximize growth
- 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
- Drive membership engagement strategy for the CPL App/CanPL.ca fan experience including content, targeting, and journey design
- Develop a Loyalty marketing calendar inclusive of necessary incentives, partnerships, and messages to drive supporter journey. Partner with the Clubs to optimize their over digital success through sharing of best practices including campaigns and activations on the App Loyalty program
- Build and motivate the digital marketing team to achieve goals by establishing clear duties/KPI's and mentoring for success
- Understand the consumer journey, monitor media trends, identify competition in target markets, and strategize to gain competitive edge
- Cultivate digital innovation and lead transitions to adopt new digital marketing channels to increase exposure to new audiences
- Ensure quality assurance for all digital products to the highest level
- Oversee the digital analytics and reporting process
- Collaborate with other teams to develop and establish cohesive strategies
- Adhere to rules and regulations to ensure league integrity

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

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

- Profound knowledge and passion for Canadian soccer crusade
- Proven track record for expertise and leadership in digital marketing
- Team player, excited to collaborate with others

- Healthy interest in data-driven decision-making and understanding of social media analytics
- Strong leadership, 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
- Demonstrated ability to build out a strategic marketing plan with specific outcomes
- Understanding of digital acquisition best practices and experience/technology trends and managing social, paid search, SEO, video, DSP and display advertising campaigns
- Adaptable and versatile with the ability to stay ahead of consumer marketing trends to advance technology
- Inclusive, and socially aware of issues that establish and maintain respect for all people in our global community
- Clear, confident communication abilities
- Exceptional writing ability and strong understanding of English grammar

**Education:**

- 3-8 years relevant work experience
- Degree or Diploma in advertising, marketing, digital media or similar

**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 Kelly Hoeve 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.*