



# JOB POSTING | DIGITAL CONTENT PRODUCER

Position Title	Digital Content Producer
Department	Marketing & Communications, Atlético Ottawa
Reports to	Chief Marketing Officer
Start Date	Immediatley
Position Type	Full Time
Location	Ottawa, ON

## Who We Are

Atlético Ottawa is proud to represent Canada's capital in the Canadian Premier League and enter the 2026 season as the defending CPL Champions.

As part of the global Atlético family, our club is built on passion, development, and a commitment to growing the game of soccer in Canada. Both on and off the pitch, we strive to create meaningful connections with our supporters and deliver an unforgettable matchday and digital experience.

With a rapidly growing fanbase and 80,000+ followers across our digital platforms, Atlético Ottawa is expanding its marketing and creative team to continue building one of the most engaging brands in Canadian soccer.

We are looking for a Digital Content Producer to help drive the club's social and digital presence through creative storytelling, strategic planning, and engaging content execution.

## Position Overview

The Digital Content Producer will lead the day-to-day execution and creative development of Atlético Ottawa's social media and digital content strategy.

Working closely with the club's marketing, communications, ticketing, partnerships, and sporting departments, this role will be responsible for planning, producing, and publishing compelling content that connects fans to the club.

This individual will play a central role in shaping how Atlético Ottawa shows up online from matchdays and player storytelling to club campaigns and community initiatives.

The ideal candidate is creative, organized, digitally savvy, and comfortable working in the fast-paced environment of professional sports.

## **Responsibilities**

### **Creative Development**

- Produce engaging, social-first content including graphics, short-form video, and digital storytelling assets.
- Create static and light-motion assets optimized for platform-specific formats.
- Work alongside the club's design and video teams to bring campaigns and creative concepts to life.
- Contribute creative ideas that elevate storytelling and strengthen the club's presence within the Canadian soccer landscape.

### **Social Media & Digital Execution**

- Manage day-to-day publishing across Atlético Ottawa's social media platforms including Instagram, TikTok, X, Facebook, LinkedIn, Threads, and YouTube.
- Develop compelling captions, copywriting, and content aligned with the club's brand mission, vision, and business goals.
- Ensure content is properly formatted and optimized for each platform.
- Maintain consistent posting schedules and organized content workflows.

### **Content Planning & Strategy**

- Lead the development of seasonal and campaign-based social content plans.
- Identify opportunities to grow audience engagement, followers, and ticket sales through creative storytelling.
- Collaborate with communications, marketing, partnerships, and ticketing teams to align messaging across campaigns.
- Work closely with the sporting department, including players and coaches, to capture authentic behind-the-scenes content.

## **Analytics & Performance**

- Track and monitor performance metrics across social media platforms.
- Prepare regular reporting on engagement, reach, audience growth, and content performance.
- Use data insights to refine creative direction and optimize content strategies.

## **Qualifications**

### **Experience**

- 1-3 years of experience in digital content, social media, sports media, marketing, or a related field.
- Experience creating social-first digital content for a brand, sports team, agency, or media property.
- Portfolio submission required showcasing relevant digital or social content work.

### **Skills**

- Strong copywriting and storytelling abilities, with experience writing engaging captions, social copy, and digital content aligned with brand voice and tone.
- Demonstrated ability to develop and execute social media strategies, including content planning, campaign support, and audience growth initiatives.
- Strong understanding of major social platforms including Instagram, Facebook, LinkedIn, TikTok, YouTube, X, and Threads, and their respective best practices.
- Experience managing community engagement and social interactions, including responding to fan inquiries and coordinating responses through platforms such as Instagram, X, and Facebook Messenger.
- Excellent communication and collaboration skills, with the ability to work cross-functionally with marketing, communications, ticketing, partnerships, and the sporting department.
- Ability to manage multiple projects, content requests, and deadlines in a fast-paced professional sports environment.
- Strong creative judgment and attention to detail when developing social-first content concepts.
- Proficiency in Adobe Creative Suite (Photoshop and Illustrator preferred; After Effects and Premiere Pro considered an asset).
- Familiarity with short-form video editing and digital storytelling formats optimized for social media.
- Working knowledge of social media analytics and performance tracking, with the ability to translate insights into improved content strategies.

- Comfortable working in a live sports environment, including evenings, weekends, and matchdays.

### **Bonus Qualifications**

- Experience working in sports, entertainment, or live event environments.
- Photography and/or video production experience.
- Proficiency in French and/or Spanish.

### **Compensation**

This position offers an annual salary range of \$40,000 - \$48,000 CAD, depending on experience.

### **How to Apply**

Please submit a cover letter, CV, and portfolio/work examples to:  
[careers@atleticoottawa.club](mailto:careers@atleticoottawa.club)

Atlético Ottawa believes that diversity and inclusion strengthen our organization and are committed to providing equal employment opportunities to all individuals regardless of race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability, genetic information, protected veteran status, or any other characteristic protected by law.

Join the defending 2025 CPL Champions and become part of the Atleti family as we continue to grow the game in Canada's capital.

