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

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Position Title:	<b>Digital Marketing Coordinator</b>
Department:	<b>Marketing</b>
Immediate Supervisor:	Director of Digital Marketing
Start Date:	Immediately
Term:	Full Time (Hybrid in-office)
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 composed 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're looking for our next **Digital Marketing Coordinator**—someone who can elevate our entire team. You bring a passion for soccer and sport, but just as importantly, a passion for digital marketing, storytelling, attention to detail, and creative problem solving. You'll work closely with all departments to take the league to the next level.

The Digital Marketing Coordinator will support the execution of digital campaigns, assist in managing website content, contribute to email marketing and social promotions, and help ensure a consistent and engaging fan experience across all digital touchpoints.

You'll work closely with a cross-functional team and contribute to building the online presence of CanPL.ca and the Canadian Premier League.

Much like a top-class central midfielder, you'll need to adapt to different personalities across departments, manage your time effectively, and stay highly organized. You'll be expected to balance several projects with a sharp eye for detail in the day-to-day.

## **SCOPE OF RESPONSIBILITIES**

- **Website Content Management:**  
Update and maintain content on **CanPL.ca** using content management systems (CMS) such as **WordPress** or **Adobe Experience Manager**. Ensure timely and accurate publishing of news stories, banners, and campaign pages.
- **Digital Reporting:**  
Help gather and organize data from tools like **Google Analytics** to support performance tracking and basic reporting.
- **Email Marketing Support:**  
Assist with the building and sending of email newsletters and fan communications. Help with basic copywriting, layout, and list segmentation.
- **Campaign Support:**  
Help execute digital campaigns across web, email, and social platforms — from promotions and contests to ticketing and partner activations.
- **Content Scheduling:**  
Coordinate and schedule content across CanPL digital channels in collaboration with the content and social teams.

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

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

- 1–3 years of experience in digital marketing, content publishing, or website management
- Experience working with CMS platforms such as **WordPress**, **Squarespace**, **Wix**, or **Adobe Experience Manager**.
- Strong organizational and project management skills with great attention to detail.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office and Google Workspace; experience with design tools (e.g., Canva, CapCut, Photoshop) is a plus.
- Strong understanding of digital marketing fundamentals (email, paid, SEO, social).
- Passion for sports, Canadian soccer, or storytelling is a big asset.

### ***Education (or equivalent):***

- University degree or 1-3 years relevant work experience

### ***Other Considerations:***

- Proficiency in French is a plus for any candidate
- Experience in data analytic software a plus
- Strong understanding of Microsoft Excel a plus

## **CONTACT**

Please apply with a **cover letter and CV** and submit your application to the attention of Director of Digital Marketing 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.*