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

Position Title:	Social Media Manager
Department:	Marketing
Immediate Supervisor:	Director of Digital Marketing
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're looking for our next **Social Media Manager**—someone who can elevate our entire team. You bring a passion for soccer, but just as importantly, a passion for social media, storytelling, attention to detail, and creative content. You'll work closely with all departments to take our engagement to the next level.

As a key member of the team, you'll collaborate with our content, marketing, communications, and partnership departments to develop strategic initiatives, track performance data, and create reports with clear, actionable insights.

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 a long-term strategic vision with a sharp eye for detail in the day-to-day.

SCOPE OF RESPONSIBILITIES

- Plan and execute social media strategies, including writing and curating content for Twitter, Instagram, TikTok, Facebook, YouTube, and emerging platforms, in support of business objectives, audience growth, and fan engagement.
- Create and manage social media content to ensure the delivery of high-quality, engaging material that increases exposure and builds a strong network across all media platforms.
- Develop and manage both long- and short-term content plans and scheduling strategies for social media.
- Collaborate daily with all CPL league teams and affiliated clubs.
- Work with internal teams to develop cohesive, cross-functional strategies.
- Partner with the creative team to produce assets for communications, marketing, partnerships, and content initiatives.
- Attend and cover matches and marquee league events, including evenings and weekends.
- Monitor social media trends and report on key performance indicators (KPIs) across all league-owned platforms to support data-driven decision-making.
- Generate reports for sponsored digital content, marketing, communications, social media, and paid campaigns.
- Stay current with social media best practices, technologies, and trends to maintain a relevant and engaging presence.
- Follow all rules and regulations to uphold league integrity.

QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE)

Job Specific Skills and Abilities:

- Profound knowledge of and passion for the Canadian soccer landscape, with the ability to reference current matches, players, and storylines fluently.
- Strong familiarity and proven track record in managing all major social media platforms, including Instagram, TikTok, Facebook, YouTube, and X (formerly Twitter), with a deep understanding of trends, best practices, and platform algorithms.
- Proficient in creating engaging, on-brand social content (both copy and visuals), with strong writing, storytelling, and editorial skills.
- Skilled in trend spotting and meme fluency—knowing when and how to tap into viral moments and relevant cultural trends to increase engagement.
- Experienced in real-time social media execution during live events, with the ability to react quickly and creatively under pressure.
- Experience managing influencer partnerships—including identifying relevant creators, coordinating collaborations, and tracking performance to drive brand awareness and engagement.
- Proficient in tools such as Meta Business Suite, Twitter Analytics, and Sprout Social, with a strong ability to analyze performance data, make insights-driven decisions, and adjust strategy accordingly.
- Experienced in community engagement—fostering dialogue, responding appropriately to comments/messages, monitoring sentiment, and identifying key fan concerns or hot topics.
- Basic to intermediate skills in graphic design and video editing using tools such as Canva, Adobe Photoshop, and CapCut.
- Excellent visual curation skills, with a strong eye for detail and aesthetics.
- Clear and confident communicator with exceptional writing skills and a strong understanding of English grammar.
- Excellent prioritization, time management, and organizational abilities, with experience managing workflows and deadlines across multiple projects.
- Collaborative and team-oriented, with a proactive mindset and excitement for working cross-functionally.
- Inclusive and socially aware, with a commitment to building a respectful and diverse digital community.

Education:

- 3-5 years relevant work experience

Other Considerations:

- Proficiency in French 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

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

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.