
JOB POSTING – DIRECTOR, MEDIA SALES

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| Position Title: | Director, Media Sales |
| Immediate Supervisor(s): | Vice President, Commercial Operations |
| Start Date: | Immediately |
| Term: | Full Time |
| Location: | Toronto, ON |

CANADIAN SOCCER BUSINESS (CSB) – WHO WE ARE

The Canadian Soccer Business (CSB) is a commercial agency that is the engine of growth for Canadian Soccer and plays a key role in making soccer the #1 sport in Canada. CSB represents media and broadcast rights for leading national sport properties including Canada Soccer’s Women’s and Men’s National Teams, Youth National Teams, TELUS Canadian Championship, Canadian Premier League and its member Clubs, with matches being broadcast on **OneSoccer**, the dedicated home of soccer in Canada.

OneSoccer is available as an affordable streaming service through the OneSoccer.ca website, via Roku, Chromecast and Apple TV devices and with the OneSoccer app for iOS and Android devices. It is also available on FuboTV and multiple digital and linear networks in Canada and abroad in 34 countries.

Canada Soccer’s National Senior and Youth teams play in the highest level of global soccer including all Concacaf and FIFA qualifying and championship tournaments, as well as the Olympic Games™.

The Canadian Premier League (CPL) is the highest level of domestic men’s professional soccer and represents Canada in the global FIFA and Concacaf ecosystem, with eight (8) member Clubs serving communities from coast to coast, kicking off its seventh season in April on the heels of record revenue growth in 2024 culminating with an amazing Final broadcast on CBC’s national network.

The TELUS Canadian Championship is a qualifying tournament including Canada’s three (3) MLS clubs, all eight (8) CPL clubs and 4 of the nation’s top amateur clubs. The winner advances to Concacaf Champions Cup.

With Canada hosting matches in the FIFA World Cup 2026™ with co-hosts Mexico and the United States, and the CPL in its seventh season, there has never been a better time to be an influential teammate to help grow the Canadian soccer ecosystem!

Our Company is an equal opportunity employer and values the diversity of 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

You are:

A **Difference Maker - A Committed Leader** who is looking for more than a job but a place where you can contribute to building something special and leave a long-lasting legacy.

Passionate about Winning. A person with an intrinsic drive and demonstrated ability to deliver top-line results aligned with the company's objectives.

A **Lover of the Beautiful Game.** It is in your DNA, giving you a feel for what the audience needs and the ability to identify partners that feel the same way.

A **Customer Champion.** By Knowing Your Customer (KYC) better than anyone in the business, you use proprietary data, analytics and insights to identify and align prospect and partner digital and media objectives to the value our properties can deliver.

A **First Principles Thinker** not content to simply improve upon someone else's idea but to break new ground in forging the business ahead.

A **Teammate** with a **Bias for Action**, committed to working with your colleagues for the greater good of the organization and the communities we serve.

Easy to Work With. This doesn't mean you don't hold strong opinions but that you know how to express them in a way that doesn't scorch the earth in your wake.

Hungry. Ready to hustle, do more with less, and not be satisfied with what you did yesterday.

OVERALL RESPONSIBILITIES

- Responsible for media sales revenue targets as set out by CSB for OneSoccer across its linear and streaming platforms
- Assisting with strategy building and implementation of new sales strategies for all media sales efforts for OneSoccer
- Prospecting new media sales opportunities externally with national and global prospective businesses and media buyers for all OneSoccer programming and other integrated media opportunities
- Integrate broadcast media and digital assets into programming in unique and effective ways
- Identifying additional programming and digital elements across OneSoccer's ecosystem to generate new revenue streams



CANADIAN SOCCER BUSINESS

- Develop and maximize networking opportunities with potential brands and media agencies
- Understand the prospect's brand DNA and design sales presentations to reflect brand synergies and positioning
- Deliver impactful on-brand and on-target partnership programs for new business prospects
- Use storytelling to effectively sell-in partnership ideas to new business prospects
- Develop, visualize and present customized media solutions for prospective buyers
- Facilitate ideation by leading cross-functional brainstorming sessions to inform creative solutions
- Be the single point of contact for agencies and clients and bring a consultative sales approach to maximize campaign efficiencies and deliver on clients' Key Performance Indicators (KPI's)
- Effectively collaborate with the OneSoccer Team & CSB Service Team to ensure all contracted elements are fulfilled and over delivered upon and provide best in class customer service to new and existing clients

MEASUREMENTS OF SUCCESS

- Drives revenue and delivers on sales targets
- Establishes and maintains positive relationships with prospects and new customers
- Creates and implements new programming opportunities to drive incremental revenue

QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE)

Job Specific Skills and Abilities:

- Proven track-record of achieving and exceeding revenue targets in media sales with a demonstrated network of prospects
- Prior experience using business intelligence to strategically prospect, pitch and close deals
- Experience developing media assets that align with customer objectives and values
- Ability to maintain strong, long-term relationships with a wide range of clients by providing customized programs and solutions
- Proven ability to work collaboratively across with various internal teams and stakeholders
- Is positive, outgoing and enjoys selling!
- Ability to multi-task and work under pressure in a fast-paced environment
- Is self-motivated and gets out of bed every day excited about coming to work, driving revenue and delivering value to customers

Education and Experience:

- Minimum of 5 years of partnership sales experience at either the agency, brand or property side
- Proven track record of driving sales and revenue
- Post-secondary degree/diploma in marketing, business, sports administration or other related disciplines an asset



OTHER CONSIDERATIONS

- Will be required to travel and work evenings and weekends when necessary
- Will be required to have access to a vehicle at all times
- We support a flexible in-office work environment

CONTACT

Please apply with a cover letter and CB and submit your application to the attention of Director, Media Sales to careers@canpl.ca

We'll hire the right candidate when we meet them.

Canadian Soccer Business 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.