



JOB POSTING

Position Title	Coordinator, Digital Content, Premier Soccer Leagues Canada (PSLC)
Department	Marketing, Canadian Soccer Media & Entertainment
Immediate Supervisor	Senior Director, Brand and Creative (with day-to-day collaboration and content direction provided by Manager, League Communications)
Start Date	Immediately
Term	Full Time
Location	Toronto, ON

WHO WE ARE

At Canadian Soccer Media & Entertainment (CSME), we are building something bigger than a league or a company: we are building a world-first integrated soccer hub. Guided by our *North Star*, our ambition is clear: to connect teams, leagues, stars, stories, and partners into a unified ecosystem that inspires millions of fans, fuels sustainable growth, and creates enduring value for Canadian soccer, at home and on the global stage.

We operate as multiple organizations under one roof, united by the mission to elevate soccer as Canada’s #1 sport:

- **Premier Soccer Leagues Canada (PSLC)** — Launched in March 2022 as League1 Canada in partnership with BC Soccer, Ontario Soccer, and Soccer Québec, the goal of PSLC is to unify, align, and elevate the sport of soccer at the Division III Pro-Am level from coast to coast. PSLC acts as the umbrella organization for Ontario Premier League (OPL), British Columbia Premier League (BCPL), Alberta Premier League, Prairies Premier League (PPL) and Ligue1 Québec.
- **Canadian Premier League (CPL)** — Canada’s Tier 1 domestic professional men’s league — showcases elite competition across communities from coast to coast. From our national championship to participation in the global FIFA ecosystem, we are building a league that reflects the ambition, diversity, and potential of our country.
- **Canadian Soccer Media & Entertainment (CSME)** — the commercial engine powering Canadian soccer. CSME manages and markets key sponsor, media and licensing rights, league properties, and national team partnerships across Canada Soccer’s Women’s, Men’s, and Youth National Teams, the CPL and PSLC. Through innovation in media, partnerships, and fan engagement, CSME amplifies the sport’s reach and impact nationwide.



Our Growth Engine fuels everything we do:

- Soccer is our heartbeat
- Media and storytelling is our amplifier
- Business is our fuel

We are a team defined by our Organizational Values:

- High-Performance: Clarity, accountability, teamwork, and best-in-class execution
- Innovation — a willingness to challenge convention and shape what's next
- Passion — a shared purpose, community connection, and commitment to continuous improvement

Now is an historic moment for soccer in Canada and an extraordinary time to join our team. We work primarily in-person from our Toronto headquarters, because collaboration and connection make us better. We also support a flexible hybrid environment (1–2 days working from home) to help our people do their best work.

We are proud to be an inclusive, equitable employer that celebrates the diversity of our staff, our players, our fans, and the communities we serve.

POSITION OVERVIEW

The Coordinator, Digital Content, PSLC is responsible for developing visually compelling, social-first creative that elevates the brand and storytelling of Premier Soccer Leagues Canada.

While PSLC serves as the primary focus, this role also supports content development and coordination across affiliated league structures, helping ensure a cohesive and elevated presentation throughout the PSLC system.

Working closely with the Manager, League Communications, the Coordinator will design and produce engaging digital assets that highlight league milestones, player and club narratives, competition updates, and strategic initiatives, while ensuring alignment with the broader national pathway and Canadian Soccer Media & Entertainment's integrated league ecosystem.

This is a creative-first role with a strong emphasis on graphic design and visual storytelling. While support on day-to-day social publishing and platform management is included, the primary mandate is creative development — bringing fresh ideas, strong visual execution, and platform-native thinking to PSLC's digital presence.

The ideal candidate combines foundational design expertise with modern sports storytelling instincts and the ability to work across multiple league brands while maintaining clarity, consistency, and high standards of execution.

SCOPE OF RESPONSIBILITIES

Creative Development & Graphic Design

- Design and produce high-quality, social-first graphics for PSLC and affiliated league structures.
- Develop visual concepts for announcements, player features, milestones, competition updates, and league initiatives.
- Adapt and evolve existing brand templates while maintaining distinct league identities and visual standards.
- Produce static and light-motion assets optimized for platform-specific formats.
- Contribute creative ideas that elevate storytelling and strengthen league positioning within the Canadian soccer landscape.

Social Media & Digital Support

- Support day-to-day publishing across PSLC digital platforms.
- Support the development of captions and supporting copy aligned with league voice and tone.
- Ensure content is properly formatted and optimized for each platform.
- Maintain organized asset workflows and scheduling consistency.

Content Planning & Collaboration

- Support the development of seasonal and campaign-based content plans.
- Identify opportunities to highlight player progression, club impact, and pathway storytelling.
- Collaborate cross-functionally with communications, marketing, and creative teams to ensure consistent and timely content execution across properties.

Analytics & Performance

- Support tracking and monitoring of performance metrics across social platforms.
- Contribute to reporting processes with insights on engagement, reach, and growth.
- Apply performance learnings to refine creative direction and content formats.

QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES, EXPERIENCE)

Job Specific Skills and Abilities

- 1–3 years of experience in digital content, graphic design, social media, or sports media/marketing.
- Demonstrated proficiency in Adobe Creative Suite (Photoshop and Illustrator required; After Effects considered an asset).
- Strong working knowledge of major social media platforms including Instagram, TikTok, YouTube Shorts, X, and Facebook, and their creative best practices.



- Ability to design within established brand guidelines while contributing creative enhancements.
- Strong visual judgment, typography fundamentals and an excellent eye for detail and digital aesthetics.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Basic understanding of social media analytics and performance metrics.

Experience

- Experience creating social-first graphics for a brand, team, league, agency, or media property.
- Portfolio submission required, showcasing graphic design and digital content work (sports experience considered an asset but not required).

Other Considerations

- Proficiency in French and/or Spanish is a plus for any candidate
- While we strive to create appropriate work-life balance, occasional travel and evening or weekend work may be required.

CONTACT

Please apply with a **cover letter/CV and portfolio/work examples** and submit your application to the attention of Director, Creative and Brand at careers@cplsoccer.com. Please include "Coordinator Digital Content" in the subject.

Applications without a portfolio will not be considered.

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

CSME and PSLC are 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.