



MONTRÉAL ROSES

Marketing Director

Position: Marketing Director

Reports to: President

Location: Laval, Quebec

Status: Permanent, Full-time

Salary: To be determined based on experience

About Us:

Join the Montréal Roses, a movement redefining women's sports, celebrating diversity, and bringing culture to life beyond the field. More than just a soccer team, the Montréal Roses represent a lifestyle, an engaged community, and a bold brand that blends strength, finesse, and passion.

We are seeking a strategic, creative, and consumer-focused Marketing Director with a strong background in brand marketing, fan engagement, B2C retail, and product marketing. In this role, you will drive brand growth and reach through a data-informed approach that combines creativity, performance, and engagement.

Responsibilities (including but not limited to):

- Develop and execute an integrated marketing strategy and annual plan to grow awareness, ticket sales, merchandise, partnerships, digital engagement, and community initiatives.
- Represent the marketing committee in communications with the League.
- Ensure consistent and impactful brand positioning across all channels, focusing on emotion, experience, and loyalty.
- Design and manage activations and campaigns (digital, field, partnerships, collaborations) that strengthen fan and consumer connections while driving sales.
- Oversee the development and marketing of new products and collections based on performance data and market trends (merchandise, food & beverage, etc.).
- Optimize the e-commerce and omnichannel experience to create seamless, engaging customer journeys.



- Leverage marketing data (segmentation, behavior analysis, ROI, experimentation) to guide strategy and maximize results.
- Lead media and digital campaigns using a flexible, data-driven approach.
- Develop community engagement and loyalty programs to foster belonging and connection.
- Collaborate across departments (ticketing, store, events, content, partnerships) to ensure integrated and consistent execution.
- Stay ahead of marketing, retail, and sports trends to fuel innovation and performance.
- Define, track, and report on KPIs; analyze results and recommend data-driven adjustments.
- Manage the marketing budget with a strong focus on efficiency and performance.
- Inspire, mentor, and mobilize the marketing team around a culture of innovation, collaboration, and excellence.
- Encourage team creativity by proposing innovative, inspiring ideas.

Qualifications:

- Bachelor's degree in marketing, communications, or related field.
- 7-10+ years in management roles within a brand or consumer-focused company.
- Proven experience in product development, positioning, and marketing.
- Strong B2C marketing, retail, fan engagement, and e-commerce experience, with a deep understanding of consumer behavior.
- Fully bilingual in French and English.
- Proficient in marketing tools and analytics: Microsoft Office, Google Analytics, Meta Ads, marketing automation, CRM, segmentation.
- Expertise in one or more areas: ticketing, partnerships, marketing, fan engagement, digital.
- Ability to translate data and behavioral insights into actionable strategies.
- Track record of improving performance across multiple business functions (retention, partnerships, performance improvement).
- Strong strategic thinking, analytical problem-solving, and data-to-action skills.



You are the ideal candidate if you:

- Have a strategic vision for fan engagement and can design experiences that turn fans into brand ambassadors.
- Believe in using data to guide creative and performance decisions.
- Understand consumer and fan behavior and know how to create initiatives that evoke emotion and foster loyalty.
- Have experience building or leading an active community around a consumer brand (sports, culture, entertainment).
- Can articulate brand strategy, storytelling, and measurable performance.
- Are comfortable operating at both strategic and tactical levels.
- Demonstrate high emotional intelligence and strong collaborative skills.
- Are passionate about sports, culture, and marketing innovation.
- Have experience in a startup or fast-growing company environment (a major asset).
- Possess excellent written and verbal communication skills in both French and English.

Availability:

- Must be available evenings and weekends according to the team's schedule.
- Must be able to attend club events on evenings and weekends.

Our values, your inspiration:

- Encourage courage: Be a bold voice that inspires others to go further.
- Excel with integrity: Lead with authenticity in everything you create.
- Champion diversity: Build bridges and break down barriers.
- Celebrate community: Elevate our fans, local initiatives, and inclusive commitments.

Why join the Montréal Roses?

- Be part of a one-of-a-kind project at the intersection of sport, culture, and community
- Work in an inclusive environment that values creativity and initiative
- Join a movement that inspires and unites around strong values

To apply, please submit your application, including your curriculum vitae and samples of work, to **info@rosesmtl.ca** by **November 14th, 2025**. Be sure to



include "Application – Marketing Director" in the subject line.

The Montréal Roses are more than a team. We're a movement.