



AFC Toronto

Northern Super League

Director, Marketing

Job Description:

The Director of Marketing is a strategic, results-driven leader who will drive fan acquisition, increase matchday attendance, expand viewership, and deepen our community engagement while amplifying our brand presence across Canada and beyond.

This role blends creative marketing instincts with performance marketing discipline. As the Director, you will be the marketing architect and execute data-driven strategies that accelerate fan growth, boost digital engagement, and foster enduring loyalty. You will help shape brand messaging, strategic partner activations, and deliver high impact campaigns that embed AFC Toronto into the heart of the community and Toronto's sport culture.

The Director will collaborate with all functions of the business and work tirelessly alongside their colleagues to get the job done. They will inspire and foster an inclusive performance driven environment and add value to all our stakeholders. As AFC Toronto continues to grow the Director will support best practices and processes to scale the business and increase team effectiveness.

If you thrive in an entrepreneurial environment, and you're ready to lead with purpose, innovate boldly, and deliver work that supports AFC Toronto as a leading force in Canadian sports, then this is your platform.

Key Roles & Responsibilities:

- Growth Strategy & Fan Acquisition
 - Own and execute AFC Toronto's growth marketing strategy focused on increasing:
 - Ticket sales & match attendance
 - Digital viewership & streaming engagement
 - Fan base size & loyalty (locally and nationally)
 - Develop targeted marketing campaigns across paid, earned, and owned media to drive measurable growth.
 - Identify and test new fan acquisition channels and tactics (e.g., influencer marketing, referral programs, youth partnerships, geo-targeted ads)
- Performance Marketing & Analytics
 - Manage performance marketing campaigns (social, search, display, OTT, etc.) with clear KPIs and ROI tracking.
 - Lead A/B testing strategies for campaigns, messaging, and creative formats.
 - Build dashboards and reporting systems to track fan engagement, conversion rates, and audience growth.
- Audience Insights & Segmentation
 - Leverage CRM, fan data, and audience insights to create segmented fan journeys – from awareness to conversion to retention.
 - Collaborate with ticketing and analytics teams to identify high-potential growth segments and reduce churn.
 - Conduct market research to understand fan behavior, barriers to attendance, and brand perception.
- Brand Building & Storytelling
 - Strengthen AFC's brand image through consistent messaging and storytelling across all platforms
 - Manage brand standards and act as the brand gatekeeper for all promotional, advertising, and communication materials
 - Activate and enhance the visibility of the team, players, sponsors, and partners through creative marketing opportunities

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- Campaign Execution
 - Oversee multi-channel marketing campaigns tied to:
 - Matchdays and ticket promotions
 - Broadcast/streaming tune-in initiatives
 - Community and grassroots programs
 - Major club announcements and events
- Fandom & Community Engagement
 - Turn casual fans into superfans through loyalty programs, exclusive content, and community activations
 - Partner with supporter groups, influencers, and local communities to embed the club into Toronto's cultural fabric
 - Drive initiatives that connect the club with grassroots movements and youth engagement
- Team Leadership & Collaboration
 - Build and lead a high-performing marketing team focused on growth and fan experience
 - Collaborate cross-functionally with digital, ticketing, partnerships, community, and content teams to align goals and amplify efforts
 - Inspire colleagues to perform at high levels and contribute to the organization's strategic direction

Required Skills & Qualifications:

- Minimum seven years of marketing experience in marketing within sports, entertainment, media, or consumer brands.
- University degree or college diploma preferably in Marketing, Business, Sports or a related field.
- A passion for women's sports with a strong understanding of the Canadian sports and media landscape, especially the soccer culture in Toronto.
- Marketing
 - Proven success in strengthening a brand, growing attendance, viewership, and/or digital audience through data-driven campaigns
 - Expertise in digital advertising, audience targeting, CRM segmentation, and performance marketing
 - Data-driven approach to achieving objectives and supporting revenue generation
 - Uses research to create innovative, high-impact campaigns
 - Has owned or supported planning and executing high-profile events
- Leadership
 - Prioritizes team success over personal recognition. Leads by example, actively supporting teams and driving results
 - Navigates dynamic, entrepreneurial environments with energy and adaptability
 - Inspires a positive culture and motivates others to excel
 - Operates with integrity, urgency, and strong values
- Communication & Relationships
 - Clear, compelling communicator across all levels and audiences
 - Builds trust and strong relationships with internal and external stakeholders
 - Fosters collaboration to advance organizational goals

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Type of Position & Location:

- Full Time
- Hybrid Work Environment in Toronto, ON. Must attend all matches played at York Lions Stadium and BMO Field.

Benefits:

- Competitive salary, performance-based incentives, and comprehensive health benefits
- Opportunities for professional growth and advancement within the organization
- Fun, energetic work environment

APPLICATION DEADLINE: DECEMBER 15TH

We thank all applicants for their interest, however only those selected for an interview will be contacted.

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