



AFC Toronto

Northern Super League

Director, Partnership Sales

Job Description:

The Director, Partnership Sales will lead our commercial growth through strategic, purpose-driven partnerships. This pivotal role will shape strategy, deliver on business priorities, and elevate our brand by championing innovative solutions that drive revenue and deepen fan engagement.

As a dynamic sales professional with a sharp commercial mindset, you will identify untapped categories, attract new partners, maximize existing relationships, and diversify opportunities. Your ability to envision the big picture, spot emerging trends, and develop multi-platform solutions will be key to unlocking new revenue streams and positioning AFC Toronto as a partner of choice. You will build collaborative relationships across internal teams and industry networks, confidently leading conversations with outstanding communication and presentation skills. Your strategic thinking and creativity will produce measurable value for partners while amplifying AFC Toronto's presence in the marketplace.

As a leader, you will inspire a high-performance, inclusive culture where people thrive. You'll foster collaboration, and cultivate a positive environment that encourages growth, adaptability, and innovation. Your uplifting energy and team-first mentality will be instrumental in delivering impactful results.

You thrive in a fast-paced, entrepreneurial setting and embrace each challenge with enthusiasm. Your proven track record in sponsorship sales demonstrates your ability to exceed revenue targets and connect partners to meaningful opportunities.

Key Roles & Responsibilities:

- Develop and execute a partnership sales strategy that delivers sustainable revenue year-over-year.
- Lead strategic partnership, revenue growth, and partner management.
- Align KPIs with organizational goals.
- Apply global trends and best practices to enhance sales strategy.
- Track and report progress against strategic and revenue goals.
- Build out asset valuations for existing and new club-owned assets.
- Strengthen and grow strategic partnerships through targeted relationship management.
- Identify new categories and generate a solid pipeline of new business.
- Create tailored partnership proposals based on client insights.
- Monetize existing and new assets to expand revenue streams.
- Achieve and exceed revenue targets with a strong prospect pipeline.
- Monitor the performance of partnerships and provide insight to optimize results.
- Introduce your current connections in the market to the AFC Toronto story.
- Build and manage relationships with partners, key stakeholders, and the Northern Super League.
- Ensure delivery of partnership commitments and maintain client satisfaction.
- Promote a high-performance, inclusive culture. Leverage internal and external talent to meet objectives.
- Uphold professional standards in all interactions.
- Represent AFC Toronto professionally at matches and events.

A. F. C. TORONTO CITY INC.

300-181 UNIVERSITY AVE | TORONTO, ON M5H 3M7



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Required Skills & Qualifications:

- Minimum 10 years of partnership sales experience gained primarily within a commercially driven business; Sports, Entertainment and/or League experience preferred.
- University degree or college diploma preferably in business, finance, marketing, sports or a related field.
- Connections in the Toronto sponsorship market, and a passion for women's sports.
- Strategy and Implementation
 - Developed and executed annual partnership sales plans aligned with commercial goals, enhancing efficiency through clear strategic and operational planning.
 - Strategic thinker and influencer with a track record of securing stakeholder buy-in and advancing initiatives under pressure.
- Business Development
 - Demonstrated success identifying and pursuing commercial opportunities. Skilled in pitching, strategic positioning, and delivering innovative partnership solutions.
 - Effective negotiator focused on securing partnership revenue for the organization.
 - Increased brand visibility and revenue through partnerships.
- Leadership
 - Brings credibility and professional presence internally and externally.
 - Builds strong relationships and manages diverse stakeholder interests.
 - Team-oriented collaborator who fosters unity and organizational alignment.
 - Self-starter who thrives in fast-paced, multi-tasking environments.
- Reporting
 - Strong financial acumen with consistent delivery on business plans and data-driven decision-making.
 - Skilled in project, resource, and time management with the ability to prioritize and adapt.

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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