



**AFC Toronto**  
Northern Super League

## Director of Public Relations, Media & Communications

### Job Description:

AFC Toronto is looking for a sharp, culturally fluent Director of PR, Media & Communications to help lead the club's external, support high-impact PR campaigns, and drive media facing communications that elevate the club's profile across the GTA and beyond. A hybrid role across communications, PR, media, and cultural storytelling – built for someone who knows how to break through and build brand affinity that turns heads and wins hearts.

In this role, you'll shape how fans, media, and partners understand AFC Toronto – through storylines, announcements, press outreach, cultural campaigns, events, and club moments that generate conversation. You'll support earned media strategy, develop standout PR campaigns, amplify partnerships, and help strengthen the club's voice across every touchpoint. This is a dynamic role designed for someone who can think strategically, write exceptionally, and execute with cultural awareness and precision.

### Key Roles & Responsibilities:

#### 1. Storytelling & Brand Voice (Campaigns + Comms leadership)

- Lead the development and execution of creative campaigns, brand moments, and culturally relevant stunts that elevate AFC Toronto's visibility and deepen fan engagement.
- Develop club-wide storylines and narrative arcs that position AFC Toronto as a leading voice in Canadian sport and culture.
- Plan and execute PR-driven events, media moments, launches, and cultural activations that generate fan and press attention.
- Write, edit, and produce high-quality announcements, features, scripts, and releases that reflect the club's tone and identity.
- Collaborate with the Digital, Social, and Content teams to ensure messaging and storytelling land cohesively across platforms.
- Work with the Head of Digital to translate PR campaigns and communications into compelling digital executions across social and web.
- Maintain consistency of language, tone, and messaging across all external-facing materials.

#### 2. Media Storytelling, Public Relations & Earned Media

- Lead AFC Toronto's media storytelling by identifying compelling narratives, developing pitch angles, and driving proactive outreach to sports, culture, and lifestyle media.
- Run day-to-day media relations, including interview coordination, beat management, media preparation, and direct relationship-building with key journalists, outlets, and cultural partners.
- Coordinate all media availability and run press conferences for players and coaches, ensuring smooth operations, message consistency, and strong delivery.

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- Build and maintain relationships with sports media, cultural outlets, influencers, tastemakers, and community voices who can amplify the club's presence.
  - Develop media lists, briefing notes, talking points, Q&A guidance, and press kits for all interviews, events, and announcements.
  - Manage crisis and issues communication, drafting statements, coordinating approvals, preparing spokespeople, and ensuring accurate, timely messaging across all platforms.
  - Track media coverage, monitor trends, and provide reporting and insights to club leadership.
3. Partnerships, Events & Cross-Functional Collaboration
- Collaborate with the Partnerships team to amplify sponsor campaigns and deliver PR-driven visibility for partner content, events, and announcements.
  - Execute partnership activations through earned media, storytelling, and culturally resonant moments.
  - Coordinate club events, appearances, and experiential moments where PR, storytelling, and digital intersect.
  - Ensure all campaigns and communications reflect partner commitments, brand integrity, and club values.
4. Club Communications (Daily Comms Operations)
- Draft and distribute press releases, match notes, announcements, and official statements.
  - Manage matchday communications, including pre- and post-match notes, media availability, and press conference materials.
  - Maintain cross-club alignment to ensure consistent messaging from football to front office.
  - Develop newsletters, website updates, and fan-facing communications, ensuring cross-department collaboration to plan content and maintain consistent, club wide messaging.
  - Uphold a high standard of accuracy, clarity, and professionalism across all external communications.

### SKILLS & QUALIFICATIONS

- 5+ years in communications, PR, media relations, or integrated storytelling (sports, entertainment, culture, or agency experience an asset).
- Proven experience leading PR campaigns, securing impactful coverage, and generating meaningful earned media.
- Strong ability to develop creative concepts, stunts, activations, and campaigns that resonate culturally and drive engagement.
- Experience executing PR-driven events, cultural activations, or publicity moments.
- Excellent writing, editing, and narrative development skills.
- Deep understanding of digital + social ecosystems and how PR integrates with them.
- Experience collaborating with brand partners or amplifying sponsorship campaigns.
- Existing relationships or experience working with Canadian sports, culture, or lifestyle media.
- Ability to manage multiple priorities, operate with discretion, and meet tight deadlines.
- Collaborative, organized, and comfortable working across departments.
- Passion for football/soccer and enthusiasm for AFC Toronto's mission and culture.



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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

**How to Apply**

If you're interested in this opportunity, please send your resume and cover letter to [jobs@afctoronto.ca](mailto:jobs@afctoronto.ca) with the subject line:  
[JOB TITLE] - [Your Name].

**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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