



AFC Toronto

Northern Super League

Position Title: Digital Marketing Internship

Location: Hybrid (in-office and remote). Matches take place at York Lions Stadium and BMO Field in Toronto.

Employment Type: Internship (Unpaid - Must be for Academic Credit)

Term: Fall 2026 Semester (September 2026 – December 2026)

Application Deadline: August 15, 2026

Job Description

AFC Toronto is seeking motivated and outgoing candidates to become an integral part of our marketing team. You will play a vital role in growing our brand during the second season of the Northern Super League (NSL) – specifically through email marketing, website management, digital fan engagement, and online marketing initiatives.

Reporting to the Manager of Digital Strategy & Growth Marketing, this role will provide valuable hands-on experience in bringing campaigns to life through email marketing, website management, digital fan engagement, and online marketing initiatives. From promoting matchdays and special events to creating engaging digital experiences for supporters, you'll have the opportunity to make a real impact while building valuable skills in a fast-paced, collaborative environment.

Key Responsibilities

- Assist with planning and executing email marketing campaigns.
- Build and schedule emails in Mailchimp; manage list segmentation and campaign reporting.
- Update website content, landing pages, and match information; assist with website UX enhancements.
- Support digital fan engagement initiatives and online activations.
- Help execute ticketing, membership, and merchandise campaigns.
- Assist with paid media campaign coordination and reporting (Meta, Google).
- Monitor digital performance and recommend optimizations.
- Conduct quality assurance for emails, webpages, and digital assets.
- Research digital marketing trends and contribute creative ideas.
- Assist with day-to-day digital strategy tasks and special projects as assigned.

Required Skills and Qualifications:

- Enrolled in a post-secondary program (Business, Marketing, Communications, Sports Management or a related program preferred).
- Strong written and verbal communication skills.
- Excellent attention to detail and organizational skills.
- Professional, proactive, and solutions-oriented mindset.



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- Comfortable managing multiple projects and deadlines in a fast-paced, team-oriented environment.
- Proficient in basic computer software programs (Microsoft, Outlook)
- Flexible schedule, including evenings and weekends for matchdays and events.
- Experience with Mailchimp or similar platforms is an asset.
- Familiarity with Google Analytics or Meta Business Suite is an asset.

Compensation

- Academic Credit

How to Apply

If you are interested in this opportunity, please send your resume and cover letter to Kaitlyn Jung, Manager of Digital Strategy & Growth Marketing, at kjung@afctoronto.ca with subject "Digital Marketing Internship".

Application Deadline is Sept 30, 2026

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