



AFC Toronto

Northern Super League

Manager, Public Relations, Media & Communications

Job Description:

AFC Toronto is looking for a savvy, strategic, and creative PR / Media / Communications Manager to lead the club's external communications and media presence. Your mission: break through the clutter, earn meaningful media coverage, and build brand affinity that turns heads and wins hearts.

You will shape the club's narrative across traditional and digital media, act as the main point of contact for press and influencers, and help establish AFC Toronto as one of the most talked-about and culturally relevant sports brands in Canada.

Key Roles & Responsibilities:

- **Storytelling & Brand Voice**
 - Help shape and evolve AFC Toronto's public voice — bold, inclusive, smart, and culturally aware.
 - Write and distribute press releases, media kits, club announcements, and executive communications.
 - Collaborate with the content and social teams to ensure consistent storytelling across platforms.
 - Write proactive player first and club driven content (Player of the Month, Player Profiles)
 - Lead writer and editor for club owned newsletter.
- **Newsroom & Crisis Comms**
 - Manage day-to-day and real-time communications around club news, player updates, match results, and key initiatives.
 - Develop and implement crisis communication plans and media protocols as needed.
 - Monitor media sentiment, manage reputational risk, and respond swiftly to emerging issues.
- **Publicity, Events & Partnerships**
 - Lead communications for club events, player signings, community activations, and sponsor announcements.
 - Work cross-functionally to amplify major moments and milestones through media outreach and public engagement.
 - Support influencer and ambassador strategy to build awareness beyond traditional channels.
- **Internal Communications & Media Training**
 - Partner with players, coaches, and front office staff to align messaging and prepare for media opportunities.
 - Provide media training and guidance to club spokespeople and ambassadors

Required Skills & Qualifications:

- 5+ years of experience in PR, communications, or media relations — ideally in sports, entertainment, or cultural organizations.
- A proven track record of securing impactful media coverage and managing high-profile communications.
- Deep understanding of the Toronto and Canadian media landscape — including sports, multicultural, and lifestyle media.
- Excellent writing, editing, and messaging skills; adaptable across formats and audiences.
- Experience in fast-paced environments where you need to be both proactive and reactive.
- A sharp sense of storytelling, cultural relevance, and what makes people pay attention.
- Passion for football/soccer and the ability to communicate its emotional and community-driven power.

A. F. C. TORONTO CITY INC.

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



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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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