

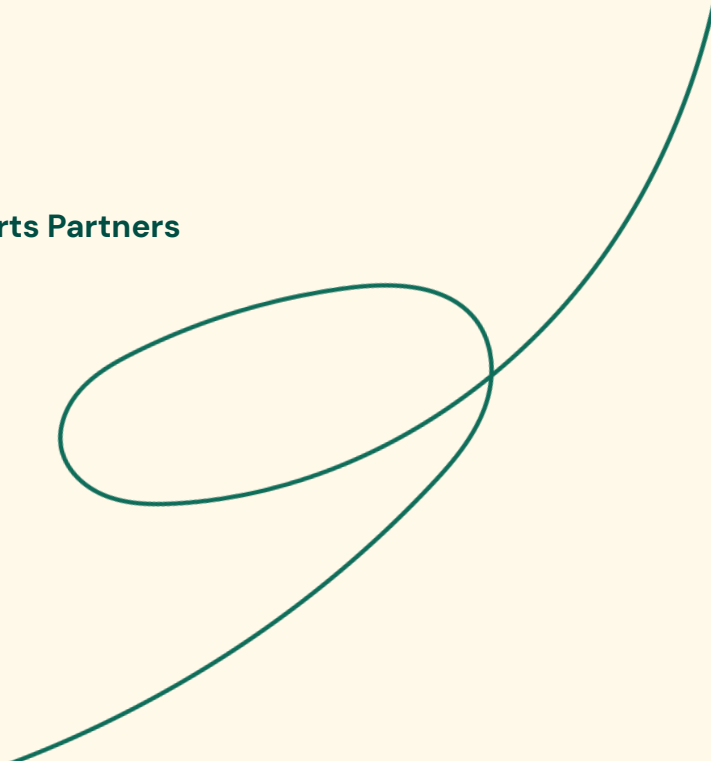


Job Description

# Chief Revenue Officer

AFC Toronto

Supported by Bloom Sports Partners





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## The Opportunity

AFC Toronto is seeking a dynamic and commercially driven Chief Revenue Officer (CRO) to lead all revenue-generating functions for the club. This executive will be responsible for building and executing a comprehensive revenue strategy across ticketing, partnerships, and ancillary revenue streams, helping establish AFC Toronto as a leading commercial organization within global women's football.

The CRO will bring proven experience in professional sports and a deep understanding of how to drive both immediate revenue and long-term enterprise value. This person will set the commercial vision, lead the revenue teams, and directly shape the future of the club.

## Before You Apply

A few things worth knowing upfront:

- **You must be based in Toronto, full-time.** This is an on-site role that requires regular presence at the club. Relocation is welcome.
- **You must be eligible to work in Canada.** AFC Toronto is unable to provide immigration sponsorship or work permit support for this role at this time.
- **This is a build.** We're only in year 2 and we've been doing a lot of hiring! You'll be constructing systems, processes, and guiding teams.
- **We're looking for 7–10+ years in professional sport.** Specifically on the commercial side — ticketing, partnerships, or both. A track record in a launch or expansion-phase organization is a meaningful plus.

## What You're Here To Do

### Leadership & Management

- Serve as a key member of the executive leadership team, contributing to overall club strategy
- Lead and scale high-performing teams across ticketing, partnerships, and merchandise ensuring cross department collaboration and efficiency
- Foster a culture of accountability, innovation, and collaboration
- Represent the club externally at industry events, league forums, and community engagements



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## Commercial Strategy

- Develop and own the club's end-to-end revenue strategy, aligned with long-term growth targets and enterprise value ambitions
- Build and lead a high-performing revenue department spanning ticketing, partnerships, merchandise and digital/media
- Implement best-in-class sales processes, KPIs, annual targets and performance tracking and communicate in a clear, concise manner to CEO and ownership
- Partner with league leadership to leverage league-wide commercial assets

## Game Day Revenue

- Develop a compelling ticketing vision grounded in fan experience, community growth, and long-term loyalty
- Define and execute a pricing strategy, segmentation, and yield optimization
- Build a scalable ticketing operation across season tickets, groups, premium hospitality, and single-match sales
- Leverage data, CRM, and fan insights to maximize lifetime value and retention
- Create innovative matchday products and experiences to drive attendance and engagement
- Develop and lead a revenue optimization strategy across merchandise, food & beverage, parking, and other ancillary revenue streams (as applicable).
- Partner with venue and operations teams to optimize the gameday commercial experience

## Partnerships & Sponsorship

- Lead the overall partnership strategy, sales, and servicing efforts
- Develop creative, integrated sponsorship packages that deliver measurable value to partners
- Oversee fulfilment, activation, and renewal pipeline to drive long-term partner retention
- Cultivate relationships with major Canadian and Toronto-market brands
- Identify and secure high-value brand partnerships, with a focus on top Canadian and Toronto-based brands
- Build integrated partnerships that go beyond traditional sponsorship (content, community, purpose-driven platforms)
- Establish long-term, category-defining partnerships aligned with the growth of women's sport

## Audience Growth



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- Position AFC Toronto as a premier commercial property within the Toronto sports landscape
  - Collaborate with marketing on brand positioning, content strategy, and fan acquisition
  - Develop go-to-market strategies that resonate with diverse audiences across the city
  - Drive demand, brand equity, and cultural relevance through all marketing efforts

## Who You Are

- You have a minimum of 7–10 years of progressive commercial/revenue experience in, or related to, professional sport
- You have a deep understanding of the professional sports commercial landscape in North America
- You have experience navigating both the ticketing and sponsorship sides of revenue, with a holistic understanding of how they reinforce each other
- You have a demonstrated vision for the future of ticketing, from dynamic pricing and data-driven segmentation to fan experience innovation and digital integration
- You are comfortable with pace, ambiguity and constant iteration
- You are a strong people leader who develops staff and builds teams with clear ownership and accountability
- You have an understanding of CRM and data platforms, how to use fan and partner data commercially
- You've experienced a start-up, expansion, or launch-phase sports organizations where the ability to build is essential
- You have an understanding of the importance of media and broadcast rights



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## Who You'll Work With

**Reports to:** CEO

**Key internal partners:** Marketing, Operations, Venue & Events, Executive Leadership Team

**Key external partners:** NSL league leadership, major brand partners, ticketing platform providers, Toronto-market media and community organizations

## The Honest Part

Toronto is one of the most culturally rich, sports-passionate cities in the world, and professional women's soccer is just getting started here. The Northern Super League is a young league, and AFC Toronto is a young club. That means there will be moments where ambition outpaces resources, and where part of the job is bringing people along on a vision they haven't fully seen yet. That's the nature of building something new in a market that has the appetite but is still forming the habit. For the right person, that's not a deterrent. The commercial opportunity in this city, with this sport, at this moment is significant, and the leaders who help build it from the ground up will have done something that lasts.

## Compensation & How to Apply

**How to apply:** Please submit a comprehensive CV to [AFCToronto@Bloomsports.com](mailto:AFCToronto@Bloomsports.com) with subject line **CRO Application** by Monday, April 6th, 2026.

Candidates selected to move forward will hear from the Bloom team shortly after the application deadline. We're committed to running a process that respects your time and keeps you informed at every stage.

*AFC Toronto is an equal opportunities employer and welcomes applications from all individuals regardless of age, disability, gender reassignment, marriage or civil partnership status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.*

## About AFC Toronto and Bloom Sports Partners

AFC Toronto is a founding member of the Northern Super League (NSL), Canada's first and only professional women's soccer league. The club is based in Toronto and was established to provide a professional home for elite women's soccer in Canada's largest market. As a new organization,



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AFC Toronto is in the process of building its commercial infrastructure, its team, and its fanbase — and is looking for experienced leaders who want to be part of that process from the beginning.

Bloom Sports Partners is a people-first, transformational sports advisory and search firm overseeing this search on behalf of AFC Toronto. We partner with growth-minded leagues and owners to build sports legacies. We provide decades of expertise and an unbiased viewpoint to review organizational health, structure, processes, communication, and talent across sporting operations. [bloomsports.com](https://bloomsports.com)

