



Job Description

Mental Performance Coach

AFC Toronto

Supported by Bloom Sports Partners



Position Summary

The Mental Performance Coach for AFC Toronto will lead the holistic development, wellbeing, and mental performance of players to help each individual reach their potential. This role will report into the Sporting Director and be an integral part of the high-performance team, collaborating closely with coaches and medical and performance staff. The role will focus on supporting and building psychological skills, resilience, and sustainable performance while aligning with the club's values, culture, and competitive ambitions. The position requires a combination of on-field, training ground, office, and travel-based work.

The ideal candidate brings deep expertise in applied sport psychology, a strong understanding of women elite athletes and women's professional soccer, and the ability to build trusted relationships across players, coaches, and staff. This person will be involved in session planning and play an integral role on and off the pitch.

Key Responsibilities

Strategy & Structure

- Lead the design and delivery of individual and group mental performance programming
- Support players through performance transitions, including injury rehabilitation, return-to-play, role changes, among others
- Collaborate with coaching staff to integrate mental skills into training, match preparation, and competition micro and macro cycles
- Provide one-on-one support tailored to individual needs, cultural backgrounds, and developmental stages
- Continue building and executing processes that promote elite player care and support holistic athlete development

Team & Culture Development

- Build a relationship with each athlete to help in their journey to reach their full potential on the field
- Contribute to the development of a strong, values-driven team culture aligned with AFC Toronto's identity
- Provide and integrate tools into the team environment for confidence, focus, emotional regulation, leadership, communication, pressure management
- Support leadership development among captains and emerging leaders
- Facilitate sessions focused on team cohesion, communication, accountability, and psychological safety



Collaboration & Integration

- Work closely with the medical and performance staff, coaching staff, and player care staff to ensure aligned, athlete-centered support and aligned communication
- Partner with senior leadership to set multi-year sporting objectives and provide regular reporting
- Prepare players and staff for high-pressure competitive environments, including match-day routines and recovery
- Assist with pre-competition and post-competition debriefs from a mental performance perspective
- Maintain appropriate boundaries between mental performance and clinical mental health, referring externally when needed
- Contribute to interdisciplinary performance meetings and planning
- Ensure appropriate communication lines and confidentiality as required within the team environment

Position Requirements

- Full-time Toronto-based availability, including regular on-site presence
- Availability for travel and non-standard work hours, including evenings and weekends
- Minimum of 3+ years working in a professional sports environment, ideally women's soccer
- Demonstrated ability to perform effectively in a dynamic, fast-paced professional sport environment
- High ethical standards and confidentiality
- Successful completion of all pre-employment background checks and, if applicable, required visa authorization

Preferred Qualifications & Experience

- Certified Mental Performance Consultant (CMPC®) status in good standing
- Master's degree or higher in sport psychology, performance psychology, or a related field
- Demonstrated experience working in elite or professional sporting environments, ideally team sports
- Experience working with elite girls and/or women athletes
- Strong understanding of soccer demands, team dynamics, and competitive calendars
- Ability to build trust and rapport quickly within high-performance environments
- Strong communication skills with athletes, coaches, and multidisciplinary staff
- Cultural competence and a player-first, gender-informed approach
- Soccer coaching or playing experience



Compensation & How to Apply

Compensation: The salary range for this position will be between \$75k – \$100k CAD.

How to apply: Please submit a comprehensive CV to AFCToronto@Bloomsports.com by Monday, January 5th, 2026.

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 Bloom Sports Partners

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