



JOB POSTING – Manager, Marketing, Content & Brand

FOOTBALL CANADA

Employment Type: Full-Time, Permanent

Location: Remote (Canada) – some travel required

Reports to: Chief Executive Officer

Works closely with: All departments

Direct Reports: Chief Executive Officer

Salary Range: \$55,000 - \$70,000

About Football Canada:

Football Canada is the national governing body for amateur football in Canada, responsible for the leadership, development, and promotion of tackle, flag, and touch football across the country. Working in partnership with Provincial Sport Organizations (PSOs), coaches, officials, and community leaders, Football Canada is committed to delivering safe, inclusive, and high-quality football experiences while building clear pathways from grassroots participation to international excellence.

Position Overview:

Reporting to the Chief Executive Officer, the **Manager, Marketing, Content & Brand** is responsible for developing and delivering Football Canada's marketing, content, and brand initiatives to strengthen engagement, awareness, and trust with members, stakeholders, partners, and the public.

Working closely with the CEO and other internal leaders, this role leads the day-to-day execution of Football Canada's communications and marketing activities, ensuring consistency of messaging, tone, and visual identity across all platforms. The Manager supports national programs, events, and strategic priorities through timely, professional, and aligned content, while contributing to the ongoing development of a trusted and credible national brand.

This is a hands-on role that balances planning and execution in a fast-paced, resource-conscious environment and plays a key role in shaping how Football Canada shows up nationally.



Key Responsibilities:

Brand Management & Content Development

- Refresh and protect Football Canada's brand identity, ensuring consistent application of visual and written standards across all channels
- Develop, manage, and deliver content across digital platforms, including website, newsletters, email communications, and social media
- Produce high-quality written materials such as announcements, updates, newsletters, website content, and organizational communications
- Ensure clarity, professionalism, transparency, and alignment with Football Canada's values and strategic priorities

Digital Communications & Social Media

- Manage Football Canada's social media presence, including content planning, publishing, and engagement
- Develop and maintain a content calendar aligned with organizational priorities, national events, and campaigns
- Monitor performance, engagement, and emerging trends to inform continuous improvement
- Maintain website content and coordinate updates with internal teams or external service providers

Collaboration & Stakeholder Support

- Collaborate with internal teams to support communications and content needs for national programs, events, and initiatives
- Work closely with the CEO on key messaging, statements, and organizational announcements
- Support sponsorship, partnership and revenue generation communications to ensure brand alignment and appropriate recognition
- Provide templates, guidance, and resources to PSOs, committees, and national event hosts to support consistent communications



Education & Professional Credentials:

- Post-secondary education in communications, public relations, marketing, journalism, or a related field (required)
- Additional training or certification in digital communications, social media management, or brand management is considered an asset

Professional Experience:

- Minimum 3–5 years of progressive experience in communications, marketing, public relations, or brand management (required)
- Experience developing and managing multi-channel communications in a non-profit, sport, or membership-based organization (preferred)
- Demonstrated experience managing social media platforms, content calendars, and digital engagement (required)
- Experience working in a lean, fast-paced environment with competing priorities (preferred)

Skills & Competencies:

- **Communications Excellence:** Strong writing, editing, and messaging skills with the ability to tailor content for diverse audiences
- **Brand & Digital Expertise:** Ability to manage brand consistency and deliver high-quality digital content across platforms
- **Planning & Execution:** Highly organized with the ability to manage multiple projects and deadlines
- **Collaboration & Relationship Management:** Strong interpersonal skills and ability to work effectively across teams and stakeholders
- **Technical Proficiency:** Comfortable using digital tools and platforms (e.g., Microsoft 365, content management systems, social media platforms)
- **Judgment & Professionalism:** Sound judgment when communicating sensitive, evolving, or high-profile issues
- **Adaptability & Initiative:** Proactive, flexible, and comfortable responding to changing priorities



- **Bilingualism:** As Football Canada represents diverse communities across Canada, bilingualism is a beneficial competency for this position.

Why Join Football Canada?

This role offers a unique opportunity to shape the national voice and brand of football in Canada at a pivotal time of growth – particularly in flag football and high-performance pathways. The Manager, Marketing, Content & Brand will play a central role in strengthening trust, alignment, and engagement across the Canadian football community.

Please submit your résumé and expected salary expectations to:
admin@footballcanada.com

Application deadline: March 2, 2026

Please note that only candidates selected for an interview will be contacted.

Football Canada believes that diverse perspectives and lived experiences strengthen our organization and the sport we serve. Football Canada is committed to providing equal opportunity for all applicants and does not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity or expression, age, marital status, family status, disability, or any other characteristic protected by applicable law.

Self-identification during the recruitment process is completely voluntary. Football Canada welcomes and encourages applications from persons with disabilities and is committed to providing accommodations throughout the hiring process.