



CANADA SOCCER

237 rue Metcalfe Street
Ottawa, ON K2P 1R2

CANADA SOCCER JOB DESCRIPTION

Job Title: Web and Communications Coordinator
Location: Toronto/Ottawa
Reports to: Chief Communications and Content Officer
Employment Type: Full-Time

Position Summary:

The Web and Communications Officer is responsible for maintaining the Canada Soccer website and providing technical support for the Federation's digital platforms, with a primary focus on ensuring that the organization's digital infrastructure is healthy and able to be leveraged for content, fan engagement, and storytelling. This role is focused on technical web management, with the ideal candidate being someone who understands dynamic content creation and storytelling.

Key Responsibilities:

Web & Digital Management

- Maintain, update, and optimize the organization's websites (e.g., WordPress or similar CMS), ensuring content is timely, accessible, and visually aligned with the brand.
- Collaborate with internal departments and, at times, external developers to improve site performance, fan navigation, and mobile responsiveness.
- Support live matchday content, including team and stats updating, event coverage, and campaign rollouts on web platforms.
- Implement and monitor SEO strategies, web analytics, and reporting using tools like Google Analytics, Tag Manager, and Search Console.

Content & Communications

- Support the rollout of campaigns across digital channels tied to national teams, grassroots programs, and high-performance events.
- Ensure bilingual (EN/FR) and AODA-compliant content as required.
- Liaise with partners and internal stakeholders to ensure consistent and timely website support.

Digital Strategy Support

- Contribute to integrated communications planning for home matches, major tournaments, player milestones and announcements.
- Assist with the development and scheduling of multimedia features, including video embeds, galleries, and sponsor activations.
- Work closely with Communications and Content Team colleagues to ensure seamless cross-platform storytelling.

Qualifications:

Education & Experience

- Degree or diploma in web development, computer science, digital media, or a related field
- 3–5 years of experience in digital or technical roles, preferably in sport, soccer, or event-based industries



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Technical & Communication Skills

- Proficiency with deploying and administering CMS platforms (WordPress)
- Basic HTML/CSS knowledge; PHP and additional front-end coding an asset
- Experience with analytics tools (Google Analytics, Data Studio, Tag Manager)
- Bilingualism (English/French) required; assist with organization-wide translation requests
- Strong writing and editing skills – especially for digital and sport-focused audiences
- Understanding of digital accessibility, mobile-first design, and UX best practices

Assets:

- Experience in a high-performance, national sport, or soccer-specific environment
- Familiarity with basic Git source control management
- Familiarity with Adobe Creative Suite, video embedding, and third-party sports data integrations

Please submit your résumé and expected salary expectations to Cathy Breda at careers@canadasoccer.com before **August 4, 2025**.

Please note that only those candidates selected for a potential interview will be contacted.

Canada Soccer is the official governing body for soccer in Canada. In partnership with its members, Canada Soccer promotes the growth and development of soccer in Canada, from grassroots to high performance, and on a national scale.

Soccer is the largest participatory sport in Canada and is considered the fastest growing sport in the country. There are nearly 1,000,000 registered Canada Soccer active participants in Canada within 1,200 clubs that operate in 13 provincial/territorial member associations.

Our recruitment and selection processes and work environment are inclusive and barrier-free. Canada Soccer believes that a diverse team strengthens our organization.

Canada Soccer provides equal opportunity for all applicants and do not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, record of offences pardoned or suspended, marital status, family status, disability, or any other characteristic protected by local law. Self-identification by candidates in the process is completely voluntary. We welcome and encourage applications from people with disabilities.