

JOB POSTING

Manager, PR and Communications

Position Title: Manager, PR and Communications
Position Term: Full Time
Location: Vaughan, Ontario
Reports To: Sr. Director, Business

Background:

Founded in 1901, Ontario Soccer is currently comprised of more than 500 Clubs servicing over 24,000 teams with 380,000 registered players, 70,000 coaches and managers, and 8,100 match officials, as well as countless volunteers, parents and supporters encompassing a direct, multi-cultural community of over 1,000,000 Ontarians.

Ontario Soccer develops and delivers exceptional and sustainable programs and services throughout Ontario with the mission of providing leadership and support for the advancement of soccer in collaboration and cooperation with our member District Associations and Clubs, partners and other stakeholders. Ontario Soccer owns and operates the Zanchin Automotive Soccer Centre in Vaughan, Ontario, as well operating the Ontario Player Development League (OPDL); the province's premier standards-based youth development program, as well as "Team Ontario", Ontario Soccer's Provincial Xcel program. Ontario Soccer proudly supports Canada Soccer's National Teams, the Canadian Premier League, Toronto FC and the Northern Super League.

The overall objective of Ontario Soccer, as a hub for Coach, Match Official and Player Development, is to be innovators and leaders in sport and to assist with the equitable development of soccer as a healthy lifestyle choice, provide a talented pathway for participants to excel and encourage inclusive community involvement at all levels.

Position Summary:

The position of Manager, PR and Communications, will lead and manage Ontario Soccer's communications portfolio including multiple digital communication channels, as well as public relations and media relations. This role will help drive communication strategy and initiatives to all stakeholders within the province, while working closely with the Marketing, Partnerships and Events Team.

Reporting to the Senior Director, Business, this position will manage Ontario Soccer's internal and external communications, including but not limited to writing and editing informational pieces, marketing collateral, bulletins, press releases and newsletters. The position will also oversee Ontario Soccer's social media presence, as well as help conceptualize, generate or revamp content for ontariosoccer.net. This person will also play a pivotal role in ensuring timely and professional crisis management communication, as required.



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Primary Duties and Responsibilities:

In addition to following Ontario Soccer Policies and Operational Procedures, primary duties and responsibilities include, but are not limited to:

- Lead and manage the development of overall communications planning and internal processes based on organization's priorities across all stages including initial creation, planning, and execution to drive understanding, awareness of and buy-in into Ontario Soccer's strategic and operational plan priorities among diverse stakeholder groups;
- Assist Executive Management with enhancing overall internal and external communications for Ontario Soccer, as requested;
- Produce annual communications reports complete with data analytics;
- Manage the day-to-day media, public relations, and communications support for Ontario Soccer under the direction of the Sr. Director, Business and/or Chief Executive Officer;
- Serve as a key member of Ontario Soccer's Crisis Management Team;
- Manage and coordinate media/communications support for various Ontario Soccer programs and business-related initiatives in close collaboration with cross-functional program leads;
- Assist with the preparation/execution of media releases and events, annual reports, event program and game coverage, as applicable;
- Manage all content and formatting across Ontario Soccer digital platforms; website, e-newsletters and social media to proactively tell Ontario Soccer's story and make sure it is compelling with focus on grassroots engagement;
- Update and improve Ontario Soccer's social media strategy to define programs that use social media marketing techniques to increase visibility, membership engagement and traffic across all digital platforms and implement and manage social media programs;
- Consistently monitor Ontario Soccer related sentiments on social media to protect organization's brand and mitigate reputational risk, while providing remedial recommendations to Executive Management;
- Monitor and keep Executive Management apprised of pertinent conversations taking place in the media ecosystem, while fostering strong relationships with reporters and key leads;
- Stay up-to-date with emerging trends in social media, including best practices applied in arenas of sport business and commerce;
- Develop and manage online strategic partnerships for events and initiatives by assessing tools, trends and applications used for social media management and metrics, as they relate to organizational membership engagement and marketing goals;
- At the request of the Sr. Director, Business, develop digital partnership activation strategies centered around the Ontario Soccer MySoccer [App](#), powered by BMO for attracting and retaining sponsors and bringing initiatives/ campaigns to life using social media activations;
- Leverage available data analytics tools in unison with strong and timely problem-solving skills to take advantage of new opportunities;
- Oversee and manage the work planning of the Communications Staff;
- Oversee coordination of freelancers including videographers, photographers and graphic designers on a per project basis;



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- Oversee event livestreaming operations for marquee Ontario Soccer events like the MilkUP Ontario Cup, OPDL Gary Miller Charity Shield, etc.;
- Manage the day-to-day media servicing, such as media interview requests for Ontario Soccer key personnel;
- Research, manage and maintain professional and accurate information services for all Ontario Soccer programs and events for annual reports, event programs, and the Ontario Soccer website;
- Writing of content for media releases, e-newsletters, Provincial Xcel Team O team profiles (players/staff), content for media guides, social media platforms and website;
- Assist with the production and distribution of communication materials to media, Ontario Soccer District Associations and staff;
- Oversee and manage communications surrounding the annual “The Soccer Summit” conference;
- Protect and reinforce Ontario Soccer’s brand by proactively supporting the Crisis Management Team, as issues arise;
- Flexible hours including weekend and off business hours are expected;
- Other duties as assigned.

Qualifications:

Experience:

- Minimum 3-5 years’ experience in a lead role managing external communications;
- Strong knowledge and experience with digital and social media including Web, Instagram, You Tube, Google Analytics, X, Facebook, and other current tools to measure and report on communications’ impact;
- Excellent creative writing and editing skillset with a journalist’s mindset;
- Very good organizational and project-management skills to advance deliverables within tight deadlines;
- Proven ability to lead staff;
- Experienced and comfortable on camera and public speaking as a moderator;
- Familiarity with crisis communications processes and good understanding of government operations and their role in sport.

Education and Professional Designations:

- Post-secondary degree and/or an equivalent combination of related education and experience in Communications or related field

Internal Contacts:

- Ontario Soccer Staff, Ontario Soccer Board and Committees



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External Contacts:

- Member Districts, Clubs and Leagues, Canada Soccer Staff, Ontario Soccer Partners, Vendors, Ontario based media, Government and other National and Provincial Sporting Organizations.

Skills and Competencies:

- Excellent verbal and creative written communication skills;
- Web content creation and management;
- Social Media management;
- Strong analytics and innovative mindset;
- Corporate Communications experience and knowledge of best practices;
- A genuine, adaptable and mindful team player;
- Ability to exercise sound judgement and maintain confidentiality;
- Ability to manage full-time staff (Communications Team) and freelancers.
- Strong interpersonal skills and diplomacy;
- Initiative / Proactive attitude with ability to improve current structure and systems;
- Strong teamwork & co-operation with diverse stakeholders to ensure required progress of initiatives;
- Capable of working with minimal supervision;
- Willingness to learn, improve and grow;
- Media relations;
- Ability to work in a fast-paced environment and meet deadlines;
- Detail-oriented;
- Graphic design experience (a plus);
- Photography/videography experience (a plus);
- Passion for Canadian Soccer (a definite plus);
- Sports experience (preferred);

Note:

This job description indicates the general nature and level of work expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the incumbent. The incumbent may be asked to perform other duties, which may be assigned from time to time.

Ontario Soccer is committed to fostering an inclusive and accessible environment; as such, Ontario Soccer will consider applicants that meet the requirements and that reflect and support the diversity of the soccer community. Ontario Soccer is seeking to provide fair, equitable, and accessible opportunities for all employees and prospective employees. Accommodations during the application process are available upon request.



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Please submit your cover letter and resume with (Manager, PR and Communications) to:

jobs@ontariosoccer.net

Submission Deadline: Friday November 28th, 2025 at 5:00pm EST

We thank all applicants for their interest, but only those selected for an interview will be contacted.



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