

MANAGER, MARKETING & DIGITAL STRATEGY

Job Description

Position summary

An exciting opportunity has arisen to join the dynamic team at BC Soccer, based in our Vancouver office. BC Soccer is seeking a highly motivated, organized, and detail-oriented individual with a proactive approach and strategic thinking skills for the position of Manager, Marketing and Digital Strategy. This role plays a critical part in strengthening BC Soccer's connection to its members and partners. Through strategic storytelling and the delivery of meaningful partnership and program experiences, the Manager plays a key role in advancing the growth, sustainability, and visibility of soccer across the province.

Role Objectives

The Manager, Marketing & Digital Strategy is responsible for leading BC Soccer's marketing, digital communications, content development, and audience engagement efforts. Reporting to the Chief Operating Officer this role develops and executes integrated marketing and digital strategies that strengthen BC Soccer's brand, increase participation and engagement, support revenue generation through partnerships, and enhance communication with members, participants, and stakeholders across the province.

The position combines project planning with hands-on execution and requires a creative, data-driven professional who can build compelling campaigns, manage digital platforms, develop meaningful partner activations, and drive measurable results.

Reporting and Relationships

Accountable to: Chief Operating Officer

Direct reports: Coordinator, Digital Communications & Events.

Internal relationships: BC Soccer staff across competitions, partnerships, soccer development, and administration

External relationships: Member organizations and affiliated clubs, leagues and districts; Canada Soccer; ViaSport; SportBC and provincial multi-sport organizations; Provincial Government and government agencies; external financial partners; sponsors, broadcast partners, technology providers, and event service vendors.

Key Responsibilities

Marketing Strategy & Brand Management

- Develop and implement BC Soccer's annual marketing and digital strategy aligned with organizational priorities.
- Lead brand management initiatives to ensure consistency across all communications, platforms, programs, and events.
- Identify opportunities to increase awareness, participation, engagement, and revenue through marketing initiatives.
- Oversee the development of campaign plans supporting programs, events, and strategic initiatives.
- Maintain and evolve BC Soccer's brand positioning, messaging, and visual identity standards.

Partnership Development & Activation

- Support the identification, acquisition, retention, and growth of corporate partners and sponsors.
- Lead the activation and fulfillment of sponsorship agreements, ensuring all contractual obligations and deliverables are executed to a high standard.
- Collaborate with partners to develop integrated campaigns that deliver mutual value and align with BC Soccer programs, competitions, events, and initiatives.
- Develop activation plans that maximize partner visibility and engagement opportunities.
- Track partnership performance and prepare reports demonstrating sponsorship value, audience reach, and return on investment.

Digital Strategy & Content Management

- Lead the development and implementation of BC Soccer's digital strategy
- Oversee management of content calendars to ensure timely, engaging, and coordinated storytelling across the organization.
- Oversee the management and optimization of BC Soccer's website and digital properties.
- Ensure all content reflects the organization's values, strategic priorities, and commitment to safe, inclusive, and accessible sport.
- Identify new digital opportunities and emerging trends to strengthen audience engagement and organizational visibility.

Content Creation & Campaign Execution

- Lead the development of high-quality multimedia content, including video, photography, written stories, graphics, and promotional materials.
- Manage the execution of integrated marketing campaigns that support membership growth, program registrations, events, competitions, and strategic priorities.
- Ensure partner and sponsor integration is authentic, impactful, and aligned with organizational objectives.
- Manage creative assets and content resources to maximize effectiveness and consistency.

Community Engagement & Communications

- Support organizational communications, announcements, media campaigns, and stakeholder messaging initiatives.
- Monitor audience feedback and brand sentiment across digital channels and recommend engagement strategies.
- Assist with crisis communications and reputation management activities as required.
- Work collaboratively with departments to identify and promote stories that celebrate participants, programs, and organizational impact.

Performance Analytics & Insights

- Track, analyze, and report on marketing, communications, digital engagement, and partnership performance metrics.

- Establish key performance indicators (KPIs) and reporting frameworks for campaigns and digital initiatives.
- Utilize analytics platforms to measure audience growth, engagement, conversion rates, website performance, and sponsor exposure.
- Provide recommendations and insights to continually improve campaign effectiveness and audience engagement.

Leadership & Project Management

- Lead cross-functional marketing and communications projects from concept through execution and evaluation.
- Manage budgets, timelines, and external vendors related to marketing and communications initiatives.
- Build collaborative relationships across departments and with external stakeholders.
- Support the development of policies, processes, and best practices related to marketing, branding, content creation, and digital engagement.
- Provide mentorship and guidance to staff, contractors, and volunteers involved in marketing initiatives.

Qualifications

Required

- Bachelor's degree or diploma in Marketing, Communications, Digital Media, Business Administration, or a related field.
- Equivalent combination of education and experience may be considered.
- Minimum 5-7 years of progressive experience in marketing, digital strategy, communications, partnerships, sponsorship activation, or related fields.
- Demonstrated experience developing and implementing successful integrated marketing campaigns.
- Experience working with sponsors, corporate partners, and external stakeholders.
- Experience leading projects and managing multiple priorities in a fast-paced environment.
- Ability to develop and execute long-term marketing and digital strategies.
- Strong planning, prioritization, and project management skills.
- Exceptional written, verbal, and presentation skills.
- Strong editorial judgment and content development capabilities.
- Ability to adapt messaging for diverse audiences and stakeholders.
- Proven ability to build and maintain strong professional relationships.
- Strong stakeholder engagement, negotiation, and collaboration skills.
- Customer and partner-focused approach.
- Advanced understanding of social media platforms and digital marketing best practices.
- Experience using content management systems (CMS), email marketing platforms, and marketing automation tools.
- Proficiency with analytics and reporting platforms such as Google Analytics, and similar tools.
- Creative, innovative, and solutions-oriented mindset.
- Strong attention to detail and commitment to quality.
- Self-motivated and highly organized.
- Ability to work independently while contributing positively to a team environment.

Preferred

- Experience working within sport organizations, non-profit organizations, or membership-based associations.
- Knowledge of the Canadian and British Columbia soccer landscape.
- Experience with sponsorship sales, corporate partnership development, and activation.
- Experience managing external agencies, freelancers, and creative vendors.
- Background in event marketing, participant engagement, or sport promotion.
- Photography, videography, graphic design, or multimedia production experience.
- Understanding of provincial, national, and international sport systems.

Remunerations

Remuneration: The position will include full benefits and competitive compensation ranging between \$55,000 to \$75,000 annually based on experience for a role of this nature.

Application Process

We welcome applications from all qualified individuals. BC Soccer is committed to Safe Sport and to building an inclusive, equitable workplace that reflects the diversity of the communities we serve.

Interested applicants, should submit resume, cover letter and annual remuneration expectation to BC Soccer in one PDF via email at careers@bcsoccer.net (email subject: **Manager, Marketing & Digital Strategy**).

Applications will be reviewed starting on **October 5, 2026**, and continue until the position is filled. BC Soccer thanks all applicants, however **ONLY** those selected for an interview will be contacted.