



WHITBY FC

695 Rossland Road West, Whitby, ON L1R 2P2

www.whitbysoccer.com

January 2026

Position: Brand Experience Designer

Position Type: Part-time (15-25 hours per week)

Compensation: \$20–\$25 per hour (based on experience)

Reports To: [TBD]

Location: Whitby, Ontario

ABOUT WHITBY FC

Whitby FC is one of Durham Region’s leading youth soccer clubs, committed to developing players, supporting our community, and creating a positive, competitive soccer environment. We are looking to elevate our digital footprint and showcase our players, programs, and culture in a fresh, engaging way.

POSITION SUMMARY

The **Brand Experience Designer** is responsible for shaping and maintaining how Whitby FC presents itself across digital platforms and club communications. This role ensures the club’s brand, values, and identity are applied consistently and professionally across social media, the website, and marketing materials in line with direction from the Board and Club Management.

You’ll manage digital channels, produce high-quality content, and support club communications that inform, engage, and connect our members. Working closely with coaches and club leadership, you’ll highlight teams, key moments, and initiatives while helping build a cohesive and credible club presence.

This role is well-suited to someone who is creative, organized, and detail-oriented, with a strong interest in sport, branding, and digital communications—and who values ownership, quality, and impact.

KEY RESPONSIBILITIES

Digital & Social Media Strategy

- Develop and execute a digital marketing and social media strategy that strengthens Whitby FC’s brand and drives engagement
- Oversee content planning, scheduling, and publishing across platforms (Instagram, X, Facebook, TikTok, etc.)
- Monitor performance metrics and adjust strategies to maximize reach and impact

Content Development & Brand Alignment

- Create brand-aligned content (graphics, videos, photography) that elevates the club’s digital presence and engages the community
- Maintain a consistent brand voice, tone, and visual standards across all communications

- Capture and edit photos and short videos at key events (games, tournaments, club programs)

Team & Coach Collaboration

- Coordinate with coaches to gather highlights (e.g., game photos, player features, tournament results)
- Provide guidelines, simple templates and tools for easy content submission
- Organize and manage media assets for efficient access and use

Communications Leadership

- Lead club-wide communications to ensure clarity, consistency, and alignment with Whitby FC's values
- Manage newsletters, website updates, and special announcements
- Highlight key updates, team spotlights, and upcoming programs in monthly communications

Community Engagement & Analytics

- Respond professionally to comments and messages across platforms
- Track and report monthly engagement metrics; recommend improvements based on insights
- Suggest new content ideas and series to increase reach and community connection

QUALIFICATIONS

Technical Skills

- Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or Canva
- Knowledge of basic video editing tools (e.g., Premiere Pro, Final Cut, or similar)
- Understanding of web design principles and experience with CMS platforms

Branding & Visual Identity

- Ability to create and maintain a consistent brand identity across all digital channels
- Experience in designing social media graphics, newsletters, and promotional materials

Communication Skills

- Excellent written and verbal communication to collaborate with coaches, players, and stakeholders
- Ability to present design concepts clearly and effectively

HOW TO APPLY

Please send your resume and links to social media work or a sample portfolio to:

Tracy Bryan - VP Whitby FC (email: vicepresident@whitbysoccer.com)

Stef De Sousa - Treasurer Whitby FC (email: treasurer@whitbysoccer.com)

Please ensure to put **Brand Experience Designer** in the subject line.