



Marketing and Communications Coordinator

Pickering FC (The Club) is a registered non-profit organization incorporated in September 1984 and governed by a 9-member volunteer Board of Directors. The mandate of the PFC is to provide soccer related programs to the residents of Pickering, and the Durham region which is delivered by a team of 13 full-time staff, 10 part-time staff and 500+ community volunteers that assist as coaches, team managers, camp counsellors, event staff and fundraisers.

The Club is a national leader in player development, coach education and program development. As a growing club with a strong technical pathway from grassroots to competitive to high-performance we have seen success on the field with current national players and league championships. Our coaching staff is motivated and focused on a player centered environment that continues to attract players.

Our Club vision is to 'be the best Club in Canada', and we are working hard to get there. The critical component is now to appoint a passionate, creative communicator who will move us nearer to that goal, celebrating the great things we do and telling the stories of our players, coaches, match officials, board, staff and supporters in fresh and innovative ways.

Position Summary

The Marketing and Communications Coordinator has oversight of the creative content and digital distribution of materials that promote Pickering Football Club programs and tells our unique story.

Pickering FC has significant assets including the Pickering Soccer Centre, League 1 and OPDL licenses, a 'nation leading' All Abilities program as well as a full complement of Recreational and Competitive teams from U3 to our Walking Soccer program. You will be the first point of contact for social media interaction on all digital platforms and guide the PFC brand with an astute awareness of current social media trends.

This role is integral to communicating the great stories and activities of Pickering FC to our membership and the wider community. Daily we have activity at all levels of the game so being engaged and responding quickly to social media inquiries,



posting pictures/video and drawing other partners into our work is critical. This appointment will work dynamically across departments on a daily basis and ensure a seamless relationship between external and internal partners.

GRAPHIC DESIGN

1. Design engaging still and video content that will be used to promote programs and tell our story.
2. Advance the PFC brand through a continued alignment with our existing brand guidelines and ensure compliance across the Club.
3. Work closely with each department to ensure graphics are created in good time for their use and where possible act proactively in the design of new content.
4. Able to provide graphic content across all PFC platforms (website, social media, newsletter and hard copy).
5. Attend games, practices and events when required to capture internal club images and video content for our use.

SOCIAL MEDIA

1. Have experience working with popular social media platforms including Instagram, X, Facebook, WhatsApp Communities/Channels and TikTok.
2. Have the ability to share consistent and regular content across all platforms in a timely manner.
3. Speak the appropriate language to the demographic of each market for high impact.
4. Engage 3rd parties including sponsors, governing bodies and partners in any social content.
5. Plan and understand the unique needs of soccer and nuances at certain levels of the game when delivering content.

COMMUNICATIONS

1. Develop and maintain a complete content calendar
2. Creation and distribution of the digital monthly PFC Newsletter.
3. Oversee standards of staff communication to ensure expectations from a marketing and communications perspective are met. Be the final step in a review process for content going out publicly on web and social media.



4. Assist in formal member communication regarding AMM's, Club Updates and Press Releases.
5. Work with local print suppliers when hard copy products are required.
6. Provide monthly reports to the PFC Board and Staff summarising the impact of our social media content.
7. Work with sponsors and partners to summarise the impact of their investment in the Club.
8. Creation of club press releases.

REQUIREMENTS

- Must be legally able to work in Canada.
- Excellent verbal and written communication skills required.
- Post Secondary education in marketing, communications, digital marketing, or social media.
- Experience using MS Office 365 suite, JotForm, Constant Contact, Buffer, Sports Engine, SharePoint and WordPress is an asset.
- Ability to prioritize tasks is a must.
- Ability to work independently as well as part of a team is essential.
- Must be able to manage time effectively and ability to meet deadlines.

The successful candidate's full-time salary will be commensurate with experience and qualifications and includes extended health care benefits.

Work Location:

Pickering Soccer Centre, Pickering, ON, L1W 4C2

The application deadline is 5pm October 3, 2025. Applications to be submitted to: jobs@pickeringfc.ca and clearly state in the subject line the position applied for.