



# CANADA SOCCER

237 rue Metcalfe Street  
Ottawa, ON K2P 1R2

## CANADA SOCCER JOB DESCRIPTION

**POSITION:** Head of Women's Professional Soccer

**TERM:** Twenty-four (24) months with possibility of extension

**SALARY:** Commensurate with training and experience

**LOCATION:** Toronto, Ontario, Canada

### OVERVIEW

Canada Soccer is seeking a dynamic, critical thinker for the position of Head of Women's Professional Soccer. This is a newly created, high profile role, dedicated to launching women's professional soccer in Canada; one that promotes equality, diversity, inclusion, and reconciliation and that can be a platform for breaking barriers and developing women leaders. The main objective for this position is to spearhead women's professional soccer with a strong Canadian identity and prioritize the development of promising young Canadians. In doing so, we intend to raise the level of competition and provide viable role models to inspire the country's next generation of women footballers, coaches, referees and administrators.

### Duties and Responsibilities

Reporting to the General Secretary of Canada Soccer, and working closely with senior staff from all departments, the new Head of Women's Professional Soccer will:

- Research professional women's leagues around the world to identify current best operational practices
- Chair the Women's Professional Soccer Task Force consisting of key individuals from Canada Soccer, the WNT head coach, a former player, and other important partners that will provide feedback and recommendations
- Lead the development of an operational plan to launch a sustainable, purpose-driven women's professional league in Canada
- Assess and recommend to the Board a league operator that will sustain the minimum standards as set out by Canada Soccer's club licensing program and league standards policy
- Identify viable options for a league competition format that is sensitive to the specificity of Canada's sporting landscape
- Construct financial forecasts and analytical models to help guide strategy and allow for better decision making
- Manage the flow of financial and other information with potential investor groups and the broader financial community
- Develop and maintain positive relationships with stakeholders such as current and former women's national team players and coaches; corporate Canada; relevant government departments; and key sporting organizations such as provincial and territorial soccer associations, USports, League1, PLSQ, COC, Concacaf and FIFA
- Establish strategies to support the recruitment of women into key leadership roles at all levels of the new league (e.g., league commissioner, club executives)
- Be a passionate advocate for equality, diversity, and inclusion (EDI)
- Any other reasonable duties as requested from time-to-time



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## Qualifications and Training

- Extensive knowledge of women's global soccer generally, and women's professional club soccer specifically including an understanding of Canada Soccer's Women's National Team Player Pathway and soccer ecosystem
- Minimum of 5 years of progressively responsible professional experience ideally working in the sports industry
- Knowledge of strategic planning, fiscal management, sponsorship, marketing, communications, investor relations, operations and fan engagement
- A natural networker with a proven track record in relationship cultivation and development
- An understanding of market research and data analysis
- Demonstrable strategic thinking abilities and talent to identify new opportunities
- Strong written and oral communications, public/media relations skills
- A collaborator who is team focused and works with partner organizations and colleagues
- Credible and passionate about advancing EDI principals
- Ability to operate in a fast-paced environment, while multi-tasking and handling a multitude of responsibilities
- Flexibility to travel nationally and internationally for the performance of their duties

**Education:** This role requires a university degree in Business Management and/or Sports Administration, and/or related area, plus, a minimum of 5 years of directly related senior management experience in the sport/business sector.

**Languages:** Respect and capacity for leading a national English / French organization with strong oral and written language skills. Spanish language skills would be considered an asset.

**Canada Soccer** is the official governing body for soccer in Canada. In partnership with its members, the organization 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 a million registered Canada Soccer active participants in Canada within 1,200 clubs that operate in 13 Provincial and Territorial Member Associations. Canada Soccer is affiliated with the Fédération Internationale de Football Association (FIFA), The Confederation of North, Central American and Caribbean Association Football (Concacaf) and the Canadian Olympic Committee.

Canada Soccer is an equal opportunity employer and welcomes applications from all backgrounds regardless of race, color, religion, sex, ancestry, age, marital status, sexual orientation, gender identity, disability or any other classification protected by law.

Canada Soccer is committed to ensuring our recruitment and selection processes and work environment are inclusive and barrier-free. We celebrate and welcome the diversity of all employees and believe that having a team of individuals with different backgrounds, views, experience, and capability working together makes us stronger and better as an organization.



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Please submit your résumé to Cathy Breda at [cbreda@canadasoccer.com](mailto:cbreda@canadasoccer.com) before **28 February 2022**.

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