

Project Coordinator, Marketing



Phone :

Web : <https://www.whitecapsfc.com/>

Job Summary

Vacancy :

Deadline : May 07, 2025

Published : Apr 15, 2025

Employment Status : Full Time

Experience : Any

Salary : \$50,000 - \$55,000 / year

Gender : Any

Career Level : Mid Level

Qualification : 1-3 years marketing experience within sports/entertainment marketing, event management, media and/or promotion

Job Description

The Project Coordinator, Marketing reports to the Brand Manager and is a position responsible for supporting a broad range of strategic and commercial business initiatives across the club. These include supporting the marketing strategies that drive growth in existing and new business lines across several departments.

Responsibilities include:

- Work closely with the Brand Manager to support the development of detailed marketing project plans, outlining scope, objectives, timelines, and key stakeholders.
- Oversee project management for day-to-day marketing initiatives using Asana, ensuring tasks are assigned, deadlines are met, and workflows are optimized. This includes managing relationships with internal stakeholders (sales, partnerships, community, events etc.) and external partners.
- Liaise with inhouse creative teams to develop compelling briefs that drive key outcomes (e.g., lead generation, market awareness, sales).
- Support the creative proofing process to maintain accuracy, brand consistency, and quality across all marketing assets - ensuring final sign-off is received efficiently and revisions are made as necessary.
- Coordinate the production and delivery of marketing materials, including digital assets, signage, and promotional items.
- Utilize best practices such as workback schedules, to ensure campaigns and collateral are delivered on time, within budget, and to high-quality standards.

What are we looking for:

- 1-3 years marketing experience within sports/entertainment marketing, event management, media and/or promotion
- Ability to move a given project from the strategic/philosophical into the executable
- Experience with project management tools like Asana or Trello a plus
- Practical, hands-on individual who can work multi-task and solve a crisis with a calm, common-sense approach
- Great attention to detail
- Strong interpersonal skills

Whitecaps FC believes that diversity and inclusion is critical to our success, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. This includes but is not limited to people of colour, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity. Should you require any accommodation throughout the recruitment process, please do not hesitate to contact our People & Culture department. We thank all applicants for their interest, however only those selected for further consideration will be contacted.

Education & Experience

Must Have

Educational Requirements

1-3 years marketing experience within sports/entertainment marketing, event management, media and/or promotion

