



# WORLD CUP ACTIVITY LEAD

<b>POSITION TITLE:</b>	World Cup Activity Lead
<b>POSITION TERM:</b>	Contract (2026 February – 2026 September)
<b>LOCATION:</b>	Calgary, Alberta, Canada
<b>REPORTS TO:</b>	Marketing and Communications Manager

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## ABOUT US

The Calgary Minor Soccer Association (CMSA) is a non-profit organization responsible for governing and organizing leagues, tournaments, and festivals, to grow minor soccer in Calgary. Representing 31 Member Clubs, CMSA is the largest sport organization in Calgary providing year-round activity for over 2,000 youth teams and approximately 31,000 players, in a fun, safe, and inclusive environment.

## MISSION

Dedicated to working with our member organizations to develop, organize, and promote opportunities which allow all participants to achieve their full potential in a safe, meaningful, and inclusive environment.

## VISION

Elevating and uniting our community through soccer.

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## POSITION SUMMARY

The Calgary Minor Soccer Association is looking for an energetic, organized, and creative World Cup Activity Lead to help bring the excitement of the FIFA World Cup to life right here in Calgary. This is a rare opportunity to be on the front lines of a once-in-a-generation global event, working directly in the community to grow the game, connect people through soccer, and create unforgettable experiences for players, families, clubs, and fans.

From community watch parties and festivals to club activations and partner events, the World Cup Activity Lead will be deeply involved in planning and delivering CMSA's World Cup initiatives



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across the city. You'll work alongside clubs, partners, volunteers, and the CMSA team to turn big ideas into high-energy, meaningful moments that celebrate the world's game.

This role is ideal for someone who loves soccer, thrives in a fast-paced event environment, enjoys being out in the community, and wants to be part of the buzz and momentum surrounding the World Cup. If you're excited by the idea of helping kids fall in love with the game, building community pride, and being where the action is, you'll feel right at home in this role.

This role reports directly to the Marketing and Communications Manager and collaborates closely with the marketing team to bring key events to life.

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## KEY RESPONSIBILITIES

### COMMUNITY IMPACT GRANT PROGRAM

- Bring the World Cup to life across Calgary by supporting clubs and communities through CMSA's grant program aimed at supporting the delivery of creative, inclusive, and high-energy World Cup themed activities.
- Acting as the main point of contact, lead the administration of the grant program, including application intake, eligibility screening, evaluation coordination and funding recommendations.
- Track and showcase the impact of World Cup activities by collecting stories, photos, participation numbers, and community highlights.
- Manage supporting activities and maintain a centralized calendar of all grant-related initiatives, deadlines, and deliverables.
- Collect, compile and review all post-program reporting including outcomes, participant metrics, community impact highlights and photo/video.

### WORLD CUP ACTIVITIES

- Help design and deliver unforgettable World Cup experiences from community festivals and watch parties, to grassroots soccer activations.
- Leverage the momentum of the events to drive fundraising, sponsorship, and community investment, working closely with partners to translate excitement into meaningful financial and legacy outcomes.



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- Coordinate all event logistics, including venue planning, equipment, supplies, and onsite requirements.
- Manage staffing needs, including scheduling staff, volunteers, and contractors, and providing clear roles and on-site direction.
- Be on-site at key events, ensuring everything runs smoothly while creating a welcoming, high-energy experience for players, families, and fans.
- Turn big ideas into real-world moments, solving problems on the fly and keeping the momentum going.

## WORLD CUP PARTNERSHIPS

- Play a critical role in the planning and execution of partnership events and activations, aligning objectives of each party.
- Serve as the primary point of contact for partners, vendors, and external stakeholders, maintaining strong professional relationships and clear communication throughout all stages of planning and delivery.
- Work alongside the Marketing and Communications Manager to collaborate with partners to define event goals, responsibilities, and timelines, ensuring alignment.
- Coordinate logistics, on-site support, and staffing for CMSA specific activities and activations.

## INTERNAL COORDINATION & OTHER RESPONSIBILITIES

- Share regular updates that keep the CMSA team excited, informed, and aligned.
- Ensure all CMSA and partner branding, signage, and visual elements are created and properly displayed at events and activations, maintaining consistency with brand guidelines and delivering a professional, high-quality presentation.
- Track progress on initiatives and tasks, ensuring deadlines are met and any issues are escalated promptly.
- Track, monitor, and report expenditures, and ensure spending aligns with approved budgets and financial guidelines.
- Ensure all marketing adheres to CMSA brand standards and the creation of new external facing marketing collateral has been approved by the Marketing and Communications Manager.
- Support on-site content capture and work collaboratively with the Marketing Team to ensure alignment.



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- Help turn World Cup energy into insights that support future community programming.
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## EDUCATION, EXPERIENCE, AND QUALIFICATIONS

- Post-secondary degree in Marketing, Sport Management, Event Management, or a related field.
  - Passion for soccer is an asset.
  - Demonstrated experience in marketing, event planning/coordination, preferably with hands-on experience managing large-scale events and/or activations is preferred.
  - Naturally organized, thrives in fast-paced environments, and enjoys juggling multiple moving pieces.
  - Experience managing partnerships, vendors, and external stakeholders to deliver successful events or activations.
  - Excellent visual storytelling and content creation skills, with the ability to craft compelling messages for multiple platforms.
  - Comfortable talking with everyone – from club volunteers and partners to vendors and senior leaders – and able to keep things clear, friendly, and on track.
  - Proficiency with graphic design software (e.g., Canva, Adobe Creative Suite) and video editing tools is an asset.
  - Familiarity with email marketing platforms and content management systems.
  - Exceptional oral and written communication skills, with experience facilitating meetings, reporting, and presenting updates to leadership.
  - Calm under pressure, adaptable, and resourceful when plans need to change.
  - Passion for soccer and an understanding of youth sports is an asset.
  - Proficient with Microsoft Office applications, including Word, Excel, PowerPoint, and Outlook.
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## OTHER REQUIREMENTS

- Flexibility to work evenings and weekends as required for events.
  - Valid driver's license and access to a dependable vehicle.
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## FINAL NOTE

This job description indicates the general nature and level of work expected of the position. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required.

At the employer's expense, the successful candidate will be required to complete a cleared ePIC, including vulnerable sector search, and complete any staff training as a condition of employment.

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## APPLICATION AND INTERVIEW PROCESS

Compensation will be commensurate with experience and qualifications.

To apply, please submit via email to [marketing@calgaryminorsoccer.com](mailto:marketing@calgaryminorsoccer.com) the following:

- One PDF file that includes a detailed cover letter highlighting how your experience aligns with the job profile, and your resume.
- Please include your proposed hourly or project-based rate with your application

All applications will be treated with strict confidentiality. Please note that applications missing a cover letter and compensation expectations will not be considered.

Interviews will take place on a rolling-basis as applications are received. The selected candidate is expected to start on February 2, 2026.

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## Contract Timeframe and Hours

The expected hours of work are as follows:

- 20 hours per week from February to June (340 hours)
- 40 hours per week June to August (360 hours)
- 50 hours to complete the post event wrap up and reporting (50 hours)
- Total of 750 hours. Evening and weekend work will be required.

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We appreciate the interest of all applicants, however only those selected for an interview will be contacted.