

# Corporate Communications & Marketing

TORONTO, ONTARIO | MARKETING | FULL TIME

## About Playmaker

[Playmaker](#) is a digital sports media company that lives at the intersection of sports, betting, media, and technology. Playmaker is building a collection of premier sports media brands, curated to deliver highly engaged audiences of sports fans to sports betting companies, leagues, teams and advertisers. **Playmaker is where sport brings the world together.**

We are a fast-paced, high-growth company in Toronto seeking an ambitious marketing-minded individual to lead the formation and execution of Playmaker's corporate marketing and communications strategy.

## Values at Playmaker

- **Accountability:** We encourage decision making. Perfection is a pursuit never achieved. Decisions can be acted on. Indecision cannot. Do the work, do the analysis, and move the ball forward. Words, actions, and results matter.
- **Inclusion:** The world of sports looks a lot like the world in general, spanning age, race, gender identity, sexual orientation, and socioeconomic class, so do our fans. We believe it is essential for Playmaker to be representative of the sports world.
- **Integrity:** Be honest. Never lie. We represent Playmaker, our fans, and our shareholders like we do ourselves.
- **Many brands, one team:** We play to win. We value everyone and treat people with dignity and professionalism. We encourage healthy debate but unite to deliver results for our fans, customers, and shareholders.
- **Have fun:** We have the privilege to be in the world of sports. It's fun. We have fun and approach this business with a healthy amount of good humour.

## About the Role

Reporting to the Chief Operating Officer, this role will be responsible for spearheading the creation of the firm's communications strategy. This role will have a direct impact on Playmaker's internal and external communications, including public relations, investor relations, content marketing, social media, and corporate communications. This is an opportunity to join a small and powerful head office and support the growth of an organization with more than 230 employees worldwide.



Core responsibilities will include:

- Act as primary point-of-contact for Playmaker's Investor Relations – managing internal investor CRM, crafting external communications, providing investor updates, and preparing investor meeting materials
- Manage PR agency relationship – working closely with the team to develop PR plans, briefs, and narratives relating to major commercial activities including new partnerships, acquisitions, financing events, and financial reporting
- Own the execution of Playmaker's corporate marketing, including but not limited to an email newsletter, LinkedIn, Twitter, and content marketing
- Provide communications support to the senior leadership team including interview and presentation preparation
- Source and pursue earned media opportunities including relevant B2B editorial calendars, industry speaking opportunities, and award submissions
- Champion and contribute to the evolution of Playmaker's internal communications channels

Must haves: At least 3 years of relevant experience, BA/BS in Journalism, English, Communications, Public Relations, Marketing, or related field. PowerPoint (and/or Slides), Excel (and/or Sheets) proficient. Exceptional writing skills. Skillful at managing multiple projects at one time. Highly flexible and adaptable to changing priorities.

Strongly preferred: investor relations experience or communications experience from around the world of sports. Deep knowledge and understanding of the capital markets, as well as a strong understanding of key metrics for analogous companies in the industry.

If Playmaker and this role seem like a fit for you, please submit your resumé via email to [careers@playmaker.fans](mailto:careers@playmaker.fans).