



DIRECTOR, DIGITAL MARKETING

San Diego FC is the newest member of the Major League Soccer family. A joint venture that is part of the unique [Right to Dream model](#) and the [Sycuan](#) Tribe's deep roots, we are proud to be building a San Diego-centric soccer organization that honors our history and celebrates emerging excellence.

POSITION:

As the Director of Digital Marketing for San Diego FC, you will be responsible for driving the development and implementation of digital marketing strategies aimed at maximizing revenue, growing our fanbase and elevating the Club brand. The ideal candidate for this role is someone who possesses a deep understanding of effective paid advertising and digital marketing strategy.

This is a Leadership role that requires a data and analytical mindset, high attention to detail, strategic thinking, organizational skills, exceptional communication skills, and deep understanding of soccer and San Diego.

RESPONSIBILITIES

- Define and execute the overarching digital marketing strategy through thorough planning processes, detailed reporting & analysis, and project management
- Oversee day-to-day activities from out of home, digital, advertising
- Develop processes and procedures to ensure projects are prioritized and delivered on time
- Analyze and report on all media campaigns; understand best practices for paid digital advertising & email marketing – evolving and improving SEO strategies
- Oversee distribution of monthly website, email, & paid media activity reports
- Monitor and control the annual advertising and business promotion budget
- Define key performance indicators and establish benchmarks for success for all tentpole initiatives
- Partner with Ticketing to ensure digital marketing efforts are aligned with their priorities and driving sales
- Execution on quick turnaround campaigns driving single game ticket sales and season ticket sales

QUALIFICATIONS

Candidates can meet the qualifications for this role with a combination of education, experience and skills.

- Bachelor's degree in marketing or a related field
- 6-8 years of full-time relevant work experience in Digital Marketing (including, managing paid advertisement campaigns and creating and sending emails via email service providers, and app maintenance) – work experience in a Sport Team environment is a plus
- 3-5 years managing staff, including responsibility for project assignments and performance evaluation, preferred
- Excellent writing, proofreading and organizational skills with meticulous attention to detail
- Highly skilled in project management, specifically leading large project implementations that require cross-departmental teamwork to meet timelines and desired results
- Proactive, well-organized, a consensus builder, strict with ensuring campaigns and projects are delivered on-time and within scope, and a natural problem-solver
- Excellent verbal and written communication skills

APPLY:

We encourage all qualified individuals who share our commitment to community and soccer to apply at JoinTheTeam@SanDiegoFC.com – **Reference Director, Digital Marketing** in the email subject.

ABOUT SAN DIEGO FC:

We value community, diversity, and acting with purpose. We are looking for leaders at all levels and with all backgrounds to co-create the culture of a new organization that is built on the premise that you can discover, understand, and re-define excellence by nurturing talent and creating opportunity anywhere – specifically though soccer.

This is an opportunity to be a part of a great team building something meaningful for San Diego. We offer excellent benefits including health coverages with generous company contributions, over 40 days of paid time off, and a 4% company match on your 401(k). Soccer is humanity and together, we can make a meaningful impact both on and off the field, fostering a culture that embraces excellence and equal opportunities.

Salary: Up to \$100,000

