



DIGITAL MARKETING COORDINATOR

Professional Sports Team

San Diego FC ([San Diego FC](#)) is the newest member of the MLS family. As 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:

San Diego FC is looking for a passionate and talented Digital Marketing Coordinator to play a pivotal role in growing and managing our team's online presence across various digital platforms. This individual will be responsible for assisting in email marketing, and digital lead generation strategies to grow our fan database. The ideal candidate should have a deep understanding of digital marketing, exceptional creativity, strong project management skills, a passion for soccer, and the ability to work in a fast-paced environment.

QUALIFICATIONS:

Candidates can meet the requirements with a combination of experience in the following areas.

- Education in marketing, communications, digital media, or a related field. Relevant experience will also be considered and may qualify a candidate without a formal degree.
- Proven experience in email marketing campaign management, including hands-on experience with email marketing platforms (e.g. Salesforce Marketing Cloud, Klaviyo, HubSpot, etc.).
- Proven experience in creating enticing lead generation strategies including giveaways and other fan engagement strategies for data collection digitally and in-person.
- Spanish fluency preferred (written and oral)
- Strong knowledge of various digital platforms, their unique requirements, and best practices for engagement and growth.
- Proficiency in using platform management tools and analytics platforms
- Excellent writing and storytelling skills with the ability to adapt the tone and style for different channels and target audiences.
- Experience in creating and executing successful email campaigns.
- Creative mindset with a keen eye for visual aesthetics and ability to generate innovative ideas.

- Strong project management skills, with the ability to assist and manage multiple priorities and meet deadlines in a fast-paced environment.
- Passion for soccer and a solid understanding of MLS and its fan culture.
- Strong interpersonal skills and the ability to work effectively within a team, as well as independently.
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JOB RESPONSIBILITIES:

Email Marketing:

- Assist in developing, implementing, and managing email marketing campaigns to drive engagement, conversions, and brand awareness.
- Create compelling email content, including copywriting, visuals, and calls to action.
- Segment email lists, maintain list hygiene and tailor campaigns to specific audience segments for maximum impact.
- Assist in creating and executing email marketing journeys based on fan behavior, providing best judgement into what content to feed specific audiences
- Hands on experience with segmentation and A/B testing.
- Have a deep understanding of speaking to audiences from a fan-first lens.
- Monitor email performance metrics (open rates, click-through rates, conversions) and implement optimizations based on insights.
- Stay up to date with email marketing trends and best practices to ensure campaign effectiveness.
- Collaborate with marketing, design, content, ticketing, merchandise, and partnerships teams to align email campaigns with overall marketing objectives and brand messaging.

Lead Generation:

- Assist in creation of creative lead generation strategies and giveaways on digital platforms (social media, app, website, email), in-person high trafficked events, and in-stadium experiences to capture fan data.
- Assist in the strategy of leading fans through a full marketing funnel to drive conversions, customer acquisitions, and maintain retention.
- Have a strong understanding of what campaigns could be trendy and successful to use across digital activations

Written Content:

- Generate high-quality written content for various platforms, including articles, social media copy, digital as well as printed marketing materials.
- Collaborate with cross-functional teams to align content with marketing and branding strategies.

Analytics and Reporting:

- Monitor and analyze key performance indicators (KPIs) for email campaigns, website traffic, lead generation strategies and content engagement.
- Provide regular reports on campaign and content performance, identifying trends and areas for improvement.
- Provide insight into where new fans are coming from and assist on strategies to move fans down a marketing funnel.
- Use data-driven insights to optimize strategies and make informed recommendations.

ABOUT SAN DIEGO FC:

We value community, diversity, and acting with purpose. We are looking for leaders at all levels 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.

Globally, Right to Dream partners with talented young people to give them a nurturing environment to flourish and thrive. We do this through a holistic model of athletic development, where young people grow as human beings and great footballers. RTD's promise is set out in their [Manifesto](#): a set of 8 commitments which will be central to the San Diego FC ethos from the front office to the field, when games start at Snapdragon Stadium in 2025.

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 30 days of paid time off, and a 4% company match on your 401(k).

We encourage all individuals who share our commitment to community and soccer to apply through the opening on LinkedIn or at JointheTeam@SanDiegoFC.com. Please reference the position title in your email. 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. SDFC is an Equal Opportunity Employer.

Salary Starting at: \$60,000