



MARKETING COORDINATOR - TICKET SALES

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:

The Marketing Coordinator will play a vital role in supporting the marketing and sales efforts of San Diego Football Club as we head into our inaugural season. This position will focus primarily on lead generation, marketing automation, and communication. The Marketing Coordinator will collaborate with internal departments including working closely alongside the sales, creative, and website/digital teams to enhance the fan experience and generate revenue.

QUALIFICATIONS:

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

ESSENTIAL QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Sports Management, or related field.
- 1-3 years of experience in a marketing assistant or coordinator role, ideally within the sports industry.
- Strong organizational skills with the ability to manage multiple projects simultaneously.
- Familiarity with CRM platforms and email marketing tools – Salesforce Marketing Cloud experience is a plus.
- Strong understanding of sports ticket sales and the fan experience.
- Strong verbal, written, in-person and presentation communication skills.
- Ability to work flexible hours including nights, weekends and holidays.

PREFERRED QUALIFICATIONS

- Experience with a professional soccer team & understanding of soccer culture
- Basic knowledge of Adobe Photoshop & Illustrator
- Bilingual (English/Spanish) or multi-lingual fluency

- Experience with YinzCam Mobile App from a sports property
- Proven track record of customer journey creation & implementation in marketing strategies

JOB RESPONSIBILITIES:

Lead Management and Sales Support:

- Collaborate with the sales team to generate, organize, and track qualified leads.
- Analyze lead data and report key insights to sales and marketing teams.
- Ideate and implement new and creative ways to generate leads for the Group Sales, Season Ticket, and Premium Sales teams.
- Work with Membership Service team to write service communication to existing Season Ticket Members.
- Monitor engagement metrics and use insights to refine communication strategies.

Project Management:

- Act as a project manager for specific tasks including working with the sales, digital marketing, web, and creative teams to make sure tasks are done on time and information is communicated effectively to all parties.

Communication:

- Work alongside email marketing team to create Know Before You Go emails, app push notifications, and website creation ahead of specific match days.
- Help with the implementation of automated email marketing journeys for different subsets of fans as we build our database in our inaugural season.
- Create tailored communications to enhance fan experiences, promote events, and retain membership loyalty.

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 posting 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