



MANAGER, WEBSITE & APP

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 seeking a talented and tech-savvy Website & App Manager to oversee and optimize the digital presence of our professional sports team. This role is critical in ensuring a seamless, engaging experience for fans while driving traffic, engagement, and revenue through our website and mobile app. The ideal candidate will have a strong background in digital product management, content strategy, and analytics.

QUALIFICATIONS:

- Education: Bachelor's degree in Marketing, Web Development, Digital Marketing, or a related field.
- Experience:
 - 3–5 years of experience managing websites, mobile apps, or digital platforms.
 - Familiarity with content management systems (Drupal) and app management platforms.
- Skills:
 - Strong knowledge of web and app analytics tools (e.g., Google Analytics)
 - Proficiency in HTML, CSS, and basic JavaScript (coding not required but a plus).
 - Understanding of UX/UI principles and best practices.
 - Excellent project management and communication skills.
- Preferred Qualifications:
 - Experience in the sports or entertainment industry.
 - Knowledge of CRM and fan engagement tools.

- Familiarity with streaming technology and live event management.

JOB RESPONSIBILITIES:

Website and App Management:

- Manage the day-to-day operations, maintenance, and updates of the team's website and mobile app.
- Ensure all content, including news, schedules, scores, and promotions, is accurate, timely, and engaging.
- Oversee the integration of ticketing, e-commerce, and streaming platforms for a seamless fan experience.
- Collaborate with developers to troubleshoot issues and implement new features or updates.

Fan Experience Optimization:

- Enhance user experience by improving navigation, functionality, and accessibility.
- Implement personalization features to engage fans based on behavior and preferences.
- Monitor and ensure fast load times, responsive design, and mobile optimization.

Content Strategy and Coordination:

- Work closely with the marketing and content teams to publish news, videos, and match updates.
- Highlight sponsorships, promotions, and community initiatives through dedicated sections of both website and app.
- Ensure content on the website and app aligns with the team's branding and voice.

Analytics and Performance Monitoring:

- Track and analyze website and app performance using tools like Google Analytics
- Provide regular reports on traffic, user behavior, and conversion rates.
- Identify opportunities for improvement based on data insights.

Digital Revenue Growth:

- Manage and optimize digital ticketing, merchandise sales, and premium content subscriptions.
- Collaborate with sponsorship teams to integrate partner activations into the website and app.
- Develop strategies to drive app downloads and increase user retention.

Cross-Functional Collaboration:

- Partner with IT, marketing, content, and ticketing teams to align digital platforms with overall team goals.
- Act as the point of contact for external vendors and development partners.

Compliance and Security:

- Ensure all platforms comply with data protection regulations (e.g., GDPR, CCPA).
- Maintain robust cybersecurity practices to protect fan and business data.

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: \$70,000