



DIRECTOR, DIGITAL MARKETING

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.

Summary

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 ticket 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, digital marketing, and the ticket sales process of a professional sports team. This is a managerial role that requires a 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, thorough audience targeting, 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 to key stakeholders from ticketing, sponsorship & merchandise
- Analyze and report on all media campaigns; understand best practices for paid digital advertising & email marketing
- Work closely with the internal creative team to ideate informative & engaging content to run as paid digital advertisement
- Oversee paid search strategy to drive single-game ticket sales, season ticket sales, and overall brand awareness
- Execute on ticket-driven social advertising campaigns through META, LinkedIn, TikTok, & more.
- Drive lead generation campaigns in-stadium and at community events to grow email database
- Lead quick-turnaround social advertising campaigns driving single game ticket sales for 2025 season & beyond
- Oversee distribution of monthly email & paid media activity reports

- 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

Qualifications

- 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 Salesforce Marketing Cloud)
- 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

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 have excellent benefits including health coverages with generous company contributions, over 30 days of paid time vacation, and a 4% company match on your 401(k).

Apply at JointheTeam@SanDiegoFC.com – reference Director, Digital Marketing