

Position:	<i>Director, Consumer Marketing</i>
Department:	<i>Advertising</i>
Reporting Manager:	<i>Vice President, Marketing</i>
Status:	<i>Full-Time</i>
Job Classification:	<i>Exempt</i>
Location:	<i>Las Vegas, NV</i>

About the A's:

The A's are a baseball team founded in 1901. They have a rich history, having won nine World Series championships and 15 American League pennants. The A's are known for pioneering the "Moneyball" approach to team-building, which focuses on using statistical analysis to identify undervalued players.

In addition to their success on the field, the A's also have a positive and dynamic work culture. They have been recognized twice as the Front Office Sports, Best Employers in Sports.

The A's are defined by their core pillars of being Dynamic, Innovative, and Inclusive. Working for the A's offers the opportunity to be part of an innovative organization that values its employees and strives to create a positive work environment.

Description:

The **Director, Consumer Marketing** is responsible for developing and executing integrated marketing strategies that drive consumer demand, ticket revenue, fan acquisition and engagement across all Athletics initiatives. This role oversees paid media, ticket marketing, digital commerce, promotional strategy, consumer lifecycle marketing, and the club's digital marketing relationship with Major League Baseball (MLB).

Reporting to the Vice President, Marketing, this position leads a high-performing team responsible for performance marketing, email and web, consumer campaigns, and marketing events, while partnering cross-functionally with Ticket Sales, Strategy/Analytics, Brand, Communications, Community, Partnerships, Creative and Content to grow the Athletics fan base in both Sacramento and Las Vegas.

Responsibilities:

- Develop and execute integrated consumer marketing strategies that drive ticket revenue, fan acquisition, and fan engagement across all ticket products and organizational initiatives.
- Lead all ticket marketing campaigns, including season tickets, premium seating, group sales, partial plans, single-game tickets, and special events.
- Partner with MLB's paid media strategy and support execution across digital and traditional channels, managing budgets, agency partners, and campaign performance.
- Serve as the club's primary marketing liaison with MLB, overseeing digital marketing initiatives, website optimization, and the online ticket purchase experience.
- Lead consumer lifecycle marketing, including email strategy, website content, audience segmentation, and database growth.
- Develop the annual promotional and consumer marketing calendar, partnering with internal teams to execute giveaways, theme nights, fan events, and attendance-driving initiatives.
- Collaborate with Ticket Sales, Strategy/Analytics, Brand, Communications, Community, Partnerships, and Creative to develop integrated marketing campaigns that support organizational goals.
- In partnership with the MLB team, oversee the implementation of standardized marketing operations, including campaign governance, and the development of scalable customer journey frameworks.
- Analyze campaign performance, consumer insights, and marketing analytics to optimize strategies and improve return on investment.
- Manage and mentor the Consumer Marketing team, including Performance Media and Email & Web, while fostering collaboration, innovation, and accountability.
- Identify new marketing opportunities, emerging technologies, and industry best practices to enhance the fan experience and drive business growth.
- Other duties as assigned

Qualifications/Requirements:

- 8–10+ years of progressive experience in sports, entertainment or consumer marketing.

- Experience leading integrated marketing campaigns with measurable revenue outcomes.
- Deep understanding of digital marketing, paid media, CRM and ecommerce.
- Willing and able to work a non-traditional schedule including nights, weekends and holidays.
- Willing and able to occasionally travel.
- Experience managing significant paid media budgets.
- Strong analytical mindset with experience using data to drive marketing decisions.
- Strong communications skills and ability to work with diverse internal and external stakeholders.
- Experience leading cross-functional teams.
- High degree of flexibility in approach, with the ability to balance structure and process with the needs of a creative and dynamic environment.
- Proven ability to translate complex data sets into compelling narratives and actionable marketing strategies that resonate with leadership and non-technical partners.
- Knowledge of ticketing platforms, marketing technology and digital commerce.
- Experience working with MLB or comparable league platforms preferred.

The A's Social Impact & Belonging Statement:

Social Impact & Belonging are in our organizational DNA. Our commitment to these values is unwavering – on and off the field. Together, we continue to build an inclusive, innovative, and dynamic culture that encourages, supports, and celebrates belonging and amplifies all voices. Combining a collaborative and innovative work environment with talented team members, we've created a workforce in which every team member has the tools to reach their full potential.

Equal Opportunity Consideration:

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

