

Position:	<i>Director, Brand</i>
Department:	<i>Advertising</i>
Reporting Manager:	<i>Senior Director, 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, Brand** manages the organization's brand strategy and positioning across all fan-facing platforms. This role ensures the team's brand identity, voice, and messaging remain consistent and aligned with business objectives.

Reporting to the Senior Director, Marketing, the Director, Brand serves as the internal steward of the brand across departments and partners, working closely with the creative team to translate brand strategy into campaigns and fan experiences.

Responsibilities:

- Execute the organization's brand strategy in alignment with marketing and business goals.
- Maintain brand standards, messaging frameworks, and guidelines for internal teams and external partners.

- Serve as the internal point person for brand consistency across marketing, communications, partnerships, merchandise, and fan engagement initiatives.
- Ensure the brand reflects the team's identity, values, and long-term vision.
- Partner with the Senior Director, Marketing to develop integrated marketing campaigns supporting ticket sales, premium seating, group sales, and fan engagement.
- Collaborate with the creative team to translate brand strategy into creative concepts and campaign execution.
- Help develop signature moments, traditions, and thematic elements that strengthen the brand.
- Work closely with ticketing, partnerships, communications, and community engagement teams to ensure brand alignment across initiatives.
- Provide brand guidance for sponsorship activations, promotions, and fan-facing programs.
- Use fan research, engagement data, and market insights to refine brand positioning and messaging.
- Monitor industry trends and fan behavior to ensure the brand remains relevant and differentiated.
- Other duties as assigned.

Qualifications/Requirements:

- 8+ years of experience in brand strategy, marketing, or brand management, ideally in sports, entertainment, or consumer-facing industries
- Demonstrated experience leveraging research, data, and analytics to inform brand strategy and drive business decisions
- Willing and able to work a non-traditional schedule, including nights, weekends, and holidays
- Proven ability to develop and execute brand positioning, messaging frameworks, and integrated campaigns
- Experience partnering cross-functionally with marketing, communications, partnerships, and sales teams

- Experience collaborating with external agencies
- Strong track record of using brand strategy to support revenue-driving initiatives (ticket sales, premium, partnerships, or consumer products)
- Strong creative leadership capability, with experience briefing, guiding, and providing strategic direction to internal and external creative teams - ensuring high-quality output without direct design ownership
- Excellent communication and presentation skills, with the ability to influence and align teams around a clear brand vision
- Willing and able to occasionally travel
- Comfortable operating in a fast-paced environment

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.