



Job Title: Director of Marketing

Department: Marketing

Reports To: SVP, Fan & Community Engagement

Position Summary:

The Director of Marketing will lead FC Cincinnati's regional and national marketing plan development and oversight, keeping the department's efforts on schedule and on budget. The Director of Marketing will be a visionary who can conceptualize and internally sell a vision for fan-focused experiences and activations. They should serve as the hub of the wheel on fan engagement and drive against KPIs. Reporting to the Senior Vice President of Fan & Community Engagement, the Director of Marketing will lead a diverse staff to execute the club's marketing strategies, which will be expected to include creative, progressive and out-of-the-box thinking to drive transactions and expand the brand's footprint and reach. Key areas of attention will include contributions to sales growth (tickets, sponsorship/partnerships, consumer products), fan engagement, brand awareness, grassroots campaigns and sponsor activation, as well as season-long and specific campaign-driven promotions. The Director of Marketing will work out of the club's main offices in downtown Cincinnati, at the club's home games and spend some time at the club's training center and stadium.

What You'll Do:

- Partner with SVP Fan & Community Engagement to develop a 360 Integrated Marketing Campaign across the organization and manage plan execution across the calendar year to exceed organization goals
- Responsible for developing and executing advertising strategy, messaging and placement, with an emphasis on full buildings across matches and events
- Effectively manage the promotion of FCC initiatives across organization-owned assets (website, email, matchday, MLS Season Pass, etc.) with an emphasis on full buildings across matches and events
- Oversee planning and executing marketing and promotional activities and events and grassroots initiatives (street team, pub partners, etc.). Partner with SVP Fan & Community Engagement and Business Intelligence team to develop fan journeys and segmentation strategies to grow the fanbase.
- Partner with Brand and Content team to fill campaigns with engaging content that drives transactions to meet club goals
- Oversee Partnership Marketing efforts. Proactively pitch opportunities to Partnerships Team and collaborate with partners to bring activations and promotions that are mutually beneficial to both parties
- Develop marketing partnerships and forge trade agreements
- Foster relationships with a variety of partners, including fan groups, media and the greater Cincinnati community to grow and deepen the organization's reputation and engagement with key segments.
- Partner with Chief Commercial Officer and SVP, Fan & Community Engagement to begin building a long-range plan
- Stay up-to-date in the latest marketing trends and technology changes and proactively pitch ideas internally to effectively reach business goals
- Other duties as assigned

What You'll Bring:

- Show exceptional strategic and creative talent, and ability to collaborate with multiple departments
- Requires advertising & analytics experience with heavy digital advertising experience a plus

- Must possess exceptional written and communication skills
- Must be a proactive and efficient worker with the ability to own his/her projects and complete projects by deadlines
- Demonstrated ability to work independently and as a team member
- Display strong interpersonal and management skills when interacting with departments
- Requires adept knowledge of soccer and sports
- Position requires work at all home matches

What You'll Need:

- 6+ years of experience in marketing field, preferably in sports or entertainment
- Bachelor's Degree in Business, Marketing, Communications, or related field required
- Must be fully vaccinated for COVID-19 and provide verification of vaccination prior to start date
- Ability to work outside of regular business hours including but not limited to weekends and holidays as required by the FCC game schedule, special events, and projects

Why You'll Love FCC:

- PTO including vacation time, monthly personal days, sick days
- Holiday time off (including full week of Thanksgiving and week between Christmas and New Year's)
- Work from home day (by department and schedule)
- Medical, Dental, Vision, and Life Insurance
- Paid Parental Leave
- 401k plan with company match
- Short-Term & Long-Term Disability
- Employee Assistance Programs
- Discount off merchandise in team store
- Community volunteer opportunities
- Professional development opportunities
- Frequent staff lunches, happy hours, and parties
- Employee recognition programs and referral programs

About FC Cincinnati:

FC Cincinnati is a Major League Soccer team playing at TQL Stadium in Cincinnati, Ohio. Originally founded in 2015 by Lindner III and current president Jeff Berding, FCC began play in the United Soccer League (USL) in 2016. FCC entered MLS as the 24th team in 2019. The club's wide and diverse ownership group is led by controlling owner Carl H. Lindner III; as well as managing owners Meg Whitman and Dr. Griff Harsh; Scott Farmer; and George Joseph. FC Cincinnati opened the Club's privately funded, 26,000-seat soccer-specific TQL Stadium in the West End neighborhood of Cincinnati in 2021, a venue which has won numerous global awards including the World Football Summit Best Venue 2022 in Madrid and the 2022 Prix Versailles World Title in the Sports Category in Paris, France. The club earned its first MLS Cup Playoffs berth in 2022, advancing to the Eastern Conference semifinal as the no. 5 seed. The club won the 2018 USL Regular-Season Championship in record-setting fashion and earned postseason berths in all three of its USL seasons. In 2017, FC Cincinnati also advanced to the semifinals of the Lamar Hunt U.S. Open Cup, a run that included victories over two MLS squads.

To Apply:

Please apply through [TeamworkOnline.com](https://www.teamworkonline.com) and include your resume, cover letter, and salary requirements.

FCC Cincinnati is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.