

OVERVIEW

The Director of Brand & Digital Marketing is responsible for overseeing brand strategy, integrated media strategy and planning, performance marketing and customer journey development. This role will lead both our internal marketing team and internal/external creative teams through campaign development and advertising and execution, will be responsible for creating connections with our fans to strengthen our brand affinity and drive acquisition strategies including ticket product architecture, strategy and planning to maximize revenue and ROI.

RESPONSIBILITIES: (including but not limited to)

Brand Strategy:

- Lead annual brand and marketing strategy and budget process
- Work collaboratively with Fan experience, Game Entertainment, Promotions, Social, Strategy and Creative departments to develop annual/seasonal marketing campaigns
- Collaborate on the brand framework development and assist with the roll out across organization
- Collaborate with analytics team to conduct consumer research to strengthen our fan insights
- Turn consumer insights into actionable marketing strategy and execution
- Lead integrated media strategy and planning
- Oversee advertising and planning

Digital Marketing Planning & Execution:

- Apply a data driven approach. Develop systems and process for planning, executing, and optimizing performance marketing plans.
- Oversee team that leads execution of digital media trafficking, reporting, and optimizing to drive acquisition and maximize ROI. This includes strong collaboration with MLB
- Measure the success of marketing programs and campaigns to deliver on both short and long-term goals
- Work with cross functional department leaders to evolve and optimize the organizations digital fan experience to strengthen our brand connection and differentiate vs competition

Customer Journey Development:

- Work with the strategy and analytics team to build out a data structure that facilitates one view of the CX
- Lead strategic planning sessions to create Customer Journey(s) and triggered campaigns
- Collaborate with the broader marketing team to effectively execute across touchpoints. Oversee execution, reporting and optimization.

Ticket Product Architecture, Strategy & Planning:

- Participate in Ticket strategy group planning, including product architecture development, consumer targeting alignment and launch/renewal planning and execution

Team Development & Coaching:

- Lead the brand department with a focus on operational excellence, ROI and fostering a culture of collaboration and creative curiosity
- Help to accelerate the organizations evolution from product and event focused marketing to data-driven, fan-centric campaign planning
- Strengthen and build on the teams' capabilities, including ongoing training, coaching and development
- Hire and manage department team members, lead business planning activities and oversee budget

QUALIFICATIONS:

- Bachelor's degree in related field (MBA or other graduate degree preferred)
- Minimum 8+ years of leading a B2C marketing team
- Experience establishing brand strategy and driving brand growth
- Knowledge of brand tracking methodology and ability to interpret data and translate insights to action
- A passion for marketing and knowledge of industry trends
- Results driven with significant experience in digital advertising across paid search, social and programmatic buying as well as CX journey development and execution.
- Strong leader that coaches and develops their team in a meaningful way
- Creative thinker with a strategic approach to campaign development. Agency experience is an asset
- Agility and willingness to flex to a fast paced and often changing environment
- Collaborative leader who thrives in a collaborative work environment
- Passionate sports and baseball fan that understands the industry
- Legally able to work in Canada and travel internationally for business as required (approx. 10% of time)
- Ability to work evenings, weekends, holidays as required to support a live sports event business

Blue Jays has a strong commitment to diversity, accessibility and inclusion. Everyone who applies for a job will be considered. We encourage individuals from underrepresented groups to

apply and join us in shaping the future of our club. Together, we will build a team that reflects the richness of the game and the communities that we represent.

Throughout the recruitment process, we are dedicated to working with candidates who have accessibility needs to ensure they have the necessary support to perform at their best. Questions regarding accessibility throughout the recruitment process can be directed to tbj.careers@bluejays.com.