

Director of Marketing, Memphis 901 FC

Job Summary:

The Director of Marketing will live, breathe, eat and drink the brand while keeping ticket sales, revenue and brand awareness top-of-mind.

Memphis 901 FC is looking for a Director of Marketing to lead all marketing efforts, public relations and community relations for a surging sports franchise in Memphis, Tennessee. This position will lead and develop strategic initiatives in traditional and non-traditional marketing including but not limited to branding, brand awareness, digital communications, community development and more.

The Director of Marketing will lead and manage the marketing department including graphic and motion designers, videographers, digital marketing coordinators and communication managers while collaborating with ticket sales and sponsorship teams to ensure a seamless cross-functional workflow, timely execution of deliverables, ROI and that organization-wide goals are met.

The ideal candidate will be proactive, organized, an excellent communicator, warrior at multi-tasking and will have emotional intelligence and social awareness second to none.

If you think you can do all the above, you need not apply. If you know you can do all of the above, please apply.

About Memphis 901 FC:

Memphis 901 FC is Memphis's professional football club and plays in the USL Championship. At the midway point of its inaugural season, Memphis 901 FC ranks in the top 10 in attendance averaging 7,000 fans per match.

Through aggressive marketing and PR tactics, as well as building community trust and authenticity, the club has positioned itself prominently in the city's fabric and ethos.

As the club continues to gain popularity both with the soccer community and casual fan alike, the expectations for its growth are high and the onus on results both in revenue and awareness are at the forefront for every employee – whether it's the President of the organization or the ticket taker at the front gates of AutoZone Park.

Essential Functions of the Job:

- Lead and mentor a creative team and marketing department to ensure that all deliverables are met.
- Act as a turnkey revenue generating think tank.
- Oversee and execute all media planning, buying for TV, radio, out-of-home, print, digital and Spanish media advertising.
- Work directly with the VP of Marketing and Sales on marketing and PR strategies, ticket promotions and sponsorship activations.
- Lead all digital and social media initiatives while simultaneously focusing on brand awareness, ticket sales and sponsorship assets.

- Work collaboratively with ticket sales and sponsorship departments to ensure revenue goals and seamless workflow between the departments.
- Function as liaison between the club and United Soccer League for marketing and PR assets.
- Cultivate a proactive and collaborative culture within the marketing department.
- Work effectively with production department on all in-stadium matchday assets as well as all TV broadcast elements.
- Maintain and amplify club's community presence and activations.
- Work with club's official supporter group and heed to their thoughts, concerns and feedback.
- Maintain and expand premiere matchday experience.
- Actively seek out industry best practices, especially through implementation of new technologies, to drive business forward.
- Report on marketing KPIs such as leads, conversion rates, website traffic and track email campaign metrics.
- Other duties as assigned.

Minimum Education and Requirements

- Bachelor's degree in Sales, Marketing or Business; or combination of education and years of experience.
- 3-5 years of managerial experience.
- Bilingual a plus.
- Advanced communication and writing skills.
- Able to solve problems in a positive and efficient manner while meeting tight deadlines.
- Familiar with sales and marketing concepts and strategies.
- Efficient in Microsoft Word, Excel and Outlook.
- Able to work non-traditional hours, holidays, weekends – available for tarp pulls and other duties as assigned.