



San Diego FC ([San Diego FC](#)) is the newest member of the MLS family. As part of the unique [Right to Dream](#) model and the [Sycuan](#) Tribe's deep roots, we are proud to be building a San Diego-centric soccer organization that honors our history and celebrates emerging excellence.

ABOUT SAN DIEGO FC:

We value community, diversity, and acting with purpose. We are looking for leaders at all levels to co-create the culture of a new organization that is built on the premise that you can discover, understand, and re-define excellence by nurturing talent and creating opportunity anywhere – specifically through soccer.

Globally, Right to Dream partners with talented young people to give them a nurturing environment to flourish and thrive. We do this through a holistic model of athletic development, where young people grow as human beings and great footballers. RTD's promise is set out in their [Manifesto](#): a set of 8 commitments which will be central to the San Diego FC ethos from the front office to the field, when games start at Snapdragon Stadium in 2025.

This is an opportunity to be a part of a great team building something meaningful for San Diego. We offer excellent benefits including health coverages with generous company contributions, over 30 days of paid time off, and a 4% company match on your 401(k).

POSITION:

We are looking for a passionate and talented Manager, Digital to play a pivotal role in shaping and managing our team's online presence across various digital platforms. This individual will be responsible for overseeing email marketing, website management, written content creation, and ensuring consistent brand messaging and a compelling fan experience. The ideal candidate should have a deep understanding of digital marketing, exceptional creativity, strong project management skills, and a passion for soccer.

RESPONSIBILITIES:

Email Marketing:

- Develop, implement, and manage email marketing campaigns to drive engagement, conversions, and brand awareness.
- Create compelling email content, including copywriting, visuals, and calls to action.
- Segment email lists and tailor campaigns to specific audience segments for maximum impact.
- Monitor email performance metrics (open rates, click-through rates, conversions) and implement optimizations based on insights.
- Stay up-to-date with email marketing trends and best practices to ensure campaign effectiveness.

Website Maintenance:

- Regularly update and maintain website content, ensuring accuracy and relevancy.
- Collaborate with other teams within the organization to implement website enhancements and improvements.
- Perform routine website checks to ensure functionality, responsiveness, and compatibility across different devices and browsers.
- Monitor and resolve website issues, such as broken links, page errors, and loading speed.
- Implement on-page SEO strategies to improve search engine visibility and rankings.

Written Content:

- Generate high-quality written content for various platforms, including articles, social media copy, and marketing materials.
- Conduct research to gather information and insights for content creation, ensuring accuracy and relevance.
- Collaborate with cross-functional teams to align content with marketing and branding strategies.
- Edit and proofread content to ensure clarity, accuracy, and adherence to brand guidelines.

Analytics and Reporting:

- Monitor and analyze key performance indicators (KPIs) for email campaigns, website traffic, and content engagement.
- Provide regular reports on campaign and content performance, identifying trends and areas for improvement.
- Use data-driven insights to optimize strategies and make informed recommendations.

Cross-Functional Collaboration:

- Collaborate with marketing, design, content, ticketing, and partnerships teams to align email campaigns with overall marketing objectives and brand messaging.
- Work closely with MLS Digital Club Services to address technical issues and implement website updates.
- Track and report on key performance indicators related to email marketing and website engagement.

QUALIFICATIONS:

Candidates can meet the requirements with a combination of experience in the following areas.

- Education in marketing, communications, web development, digital media, or a related field. Relevant experience will also be considered and may qualify candidate without formal degree.
- Proven experience in email marketing campaign management, including hand-on experience with email marketing platforms (e.g. MailChimp, Klaviyo, HubSpot, etc.).
- Familiarity with HTML/CSS for basic updates and troubleshooting.
- Experience with website content management systems (e.g. WordPress, Drupal, FORGE, etc.). Preferably within the sports industry or entertainment field.
- Spanish fluency preferred (written and oral)

- Strong knowledge of various digital platforms, their unique requirements, and best practices for engagement and growth.
- Proficiency in using platform management tools, analytics platforms, and content creation software.
- Excellent writing and storytelling skills with the ability to adapt the tone and style for different channels and target audiences.
- Experience in creating and executing successful email campaigns.
- Creative mindset with a keen eye for visual aesthetics and ability to generate innovative ideas.
- Strong project management skills, with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Passion for soccer and a solid understanding of MLS and its fan culture.
- Strong interpersonal skills and the ability to work effectively within a team, as well as independently.

We encourage all individuals who share our commitment to community, diversity, and inclusion apply at jointheteam@sandiegofc.com Reference Manager, Digital. Soccer is humanity and together, we can make a meaningful impact both on and off the field, fostering a culture that embraces excellence, fairness, and equal opportunities for all. SDFC is an Equal Opportunity Employer.