

MARKETING OPERATIONS LEAD

In a nutshell:

Marketing Operations is a strategically important function for the Club. Nothing is being watched more closely around the world than the promise that is Angel City. Some of the greatest wins are ahead of us - as such we're looking for a Marketing Operations leader to join this team that helps bring the mission of this Club to the world.

At the core, this lead is responsible for building / managing the marketing planning process, PMO of the strategic initiatives, marketing performance, investment planning and operational support that will help ACFC achieve our highly ambitious goals of becoming a global brand and a sports team that transcends the sports franchise IP.

This role will report to the Head of Marketing and will work on the day-to-day operations of our paid, owned and earned marketing strategy. This person is in the middle of the action - they must know the intimate details of our digital media plans, the current response rates to our e-mail efforts, the growth rate of our social media accounts and who we have on the plan in any given month to help promote the Club and raise awareness of the most exciting women's team to hit the field in 2022.

Areas of responsibility:

Operational Excellence

- *A real people leader; passionate and excited about motivating the day-to-day workflow of the cross-functional teams in marketing - social community management, content development, paid media, PR, insights, community and social impact. This role will expand to work closely with event management and game day experience as we near the 2022 season.*
- *Develop and then operationalize the integrated marketing plans that help advance the key messages, initiatives and mission of the Club. Maintain our project timelines within Asana and work with the teams to ensure they understand their deliverables and are pacing on schedule.*

- *Maintain ongoing marketing and media plans and work with internal cross-functional teams to ensure these tactics and executions are delivered at the right place, right time and to the right people.*
- *Maintain audience e-mail, membership and SG database hygiene and optimization; develop / execute strategy for marketing automation and implement with our technical development teams for executional excellence.*
- *Work with the Head of Marketing and partner agencies to co-craft the overall marketing strategy for our key beats and initiatives and then translate this strategy into an operational plan and lead the team to get it done.*

Growth Planning + Strategy

- *Build scalable and aligned strategies that focus on growth and bring a growth mindset to the entire organization.*
- *Drive alignment between marketing and sales on joint metrics to ensure we have operational support for the sales and sponsorship development teams.*
- *Own the marketing narrative and annual calendar; you own the marketing department planning process and cadence - improving the way we develop holistic end-to-end marketing strategies and plans.*
- *Maintain an ongoing understanding of our audience, the cultural context and category and provide oversight on ad hoc and planned marketing decisions.*
- *Find new opportunities for growth among new and existing audiences across content, merchandise, e-commerce and sponsorships.*
- *Link competitive, cultural, and audience insights, opportunities and challenges to help deliver marketing strategies that clearly point to the best marketing approaches.*

Brand + Product Marketing

- *Lead the brainstorming for the ideation of communications strategies and creative ideas.*

- *Lead the general direction and oversight of the distribution and engagement plans for content coming from our content development efforts.*
- *Partner to the creative teams by helping to lay out the messaging and content architecture for marketing efforts, simplifying the complexities of media rollout charts and business objectives into ‘creative speak’.*
- *Work with our partner agencies and organizations to drive to business outcomes; important activations across paid, owned and earned initiatives and constantly watch the results for learnings and optimizations.*

Measurement + Optimization

- *Develop new attribution and tracking methodologies that measure the ROI of our marketing efforts.*
- *Lead post-campaign analysis, determine the effectiveness of strategic approach and identify implications for future efforts.*
- *Proficient in using media measurement and audience strategy tools.*
- *Help translate trends and data sets into actionable marketing updates, giving cross-functioning teams and our founding leadership the confidence in the data that they need to create and put the best work forward.*

Your background:

- *5-7 years experience with a proven track record leading and managing teams of creative and passionate creators and executors.*
- *Experience in managing up to senior executives, working with high-profile talent and unfazed by ad-hoc projects from founding partners.*
- *Qualitative and quantitative analytical experience.*
- *Planning and executing integrated marketing campaigns in passion-driven organizations.*
- *A book of case studies of some of your proudest work bringing brands and their important messages and products into mainstream culture.*
- *We do not require that you have worked in sports, but it is a plus.*

Your ambition:

- *Has a heart for advancing the company-wide mission; possibly tied to your own personal experiences and life goals.*
- *Is passionate about people, sports and entertainment.*
- *Is a creative at heart, collaborative, has an analytical mind and always carries a bias for action.*
- *Wants to get in on the ground floor of something special in order to make a difference and make history.*
- *Willing to do many roles that might not sit squarely within your job function.*

About Angel City:

Angel City is a new direction in sport and entertainment. With our announcement to bring the NWSL to LA we have set our sights on building a franchise that is bigger than a game. Our founders come from sport, technology, entertainment, and media and have come together to build a more equitable future together.

If you are interested, please send your resume and relevant case studies that show your best work to kayla@wfcla.co and put 'Marketing Operations Lead' in the subject line.

Angel City believes in building a safe place for creative expression and celebrating that which makes us who we are; welcoming unique and personal backgrounds and experiences. We're proudly building an inclusive Angel City — one that supports diverse perspectives and fosters creative expression, within the organization and within the broader culture of women's football.