

Marketing & Communications Director

Purpose:

The Marketing & Communications Director leads the stadium's brand, marketing, and communications strategy to drive awareness, audience engagement, and revenue growth. The role oversees integrated marketing campaigns, brand positioning, digital presence, public relations, and stakeholder communications, ensuring consistent messaging across all channels while supporting the organization's commercial and event objectives.

Key Responsibilities:

- **Strategic Leadership**
 - Develop and execute a comprehensive marketing and communications strategy aligned with organizational goals
 - Define brand positioning, messaging architecture, and market differentiation
 - Establish annual marketing plans, budgets, and performance targets
 - Serve as a strategic advisor to executive leadership on brand and communications matters
- **Brand & Messaging**
 - Own brand identity, voice, and visual standards
 - Ensure consistency across digital, print, events, and internal communications.
 - Oversee brand evolution and reputation management
- **Marketing Execution**
 - Lead integrated campaigns driving revenue and business growth across digital, content, email, social, paid media, and events
 - Drive demand generation and customer acquisition strategies
 - Optimise marketing funnels and conversion performance
 - Oversee website strategy, SEO/SEM, and marketing automation initiatives
- **Communications & Public Relations**
 - Direct internal and external communications strategies
 - Manage media relations and public relations efforts
 - Oversee press releases, executive messaging, crisis communications, and thought leadership
 - Build relationships with local, national, and global industry media and partners
- **Digital & Content Strategy**
 - Oversee content marketing strategy including blogs, whitepapers, case studies, newsletters, and multimedia
 - Ensure strong analytics tracking and performance optimization
 - Drive social media strategy and engagement growth
- **Team Leadership & Development**
 - Lead, mentor, and develop marketing and communications team members
 - Manage external agencies and contractors
 - Foster cross-departmental collaboration (Sales, Product, HR, Executive Team)
- **Budget & Performance Management**
 - Manage marketing budget and allocate resources strategically

- Track and report on KPIs (CAC, ROI, brand awareness, engagement metrics, pipeline contribution)
- Present marketing performance insights to executive leadership and board (if applicable)

Experience Minimum Requirements	Education Minimum Requirements
10+ years of progressive experience in marketing and communications leadership roles	Bachelor's degree in marketing, Communications, Business, or related field