

Marketing Manager

Purpose:

The Marketing Manager supports the delivery of the stadium’s marketing strategy by developing and executing campaigns that promote events, experiences, and commercial offerings. Working closely with the Marketing & Communications Director and internal stakeholders, The Marketing Manager drives audience growth, customer acquisition and retention, and revenue generation across the stadium’s portfolio of products and events.

Key Responsibilities:

- Support the development and execution of integrated marketing campaigns promoting stadium events, experiences, and commercial offerings.
- Work closely with internal stakeholders across ticketing, partnerships, programming, and private events to deliver coordinated marketing initiatives that drive attendance and revenue.
- Utilize CRM, audience data, and marketing insights to plan targeted campaigns that support customer acquisition, engagement, and retention.
- Manage B2C and B2B marketing initiatives across digital, social media, email, and other promotional channels.
- Set clear campaign objectives and performance metrics, monitoring results and adapting strategies to optimize performance.
- Collaborate with internal teams and external partners to ensure campaigns are delivered on time, within budget, and in line with brand standards.
- Contribute to the development and launch of new stadium products, experiences, and services through effective go-to-market planning.
- Operate effectively in a fast-paced, event-driven environment, ensuring marketing activity supports the stadium’s commercial and audience growth objectives.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> • 7+ years proven marketing experience in the sport and entertainment industry. 	<ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Business Administration or a related field.