

Programming & Content Director

The Program and Content Director leads the strategy, planning, and delivery of a year-round calendar of sports and entertainment programming designed to maximize stadium utilization and audience engagement while achieving commercial targets. The role focuses on securing high-value events, building relationships with promoters and rights holders, and developing a balanced event portfolio that strengthens the stadium’s market position and long-term revenue performance.

Key Responsibilities:

- Develop and manage the stadium’s annual and long-term programming calendar, ensuring a balanced and commercially viable mix of sports and entertainment events throughout the year
- Oversee and maintain the stadium event calendar multiple years in advance to maximize venue utilization and ensure a consistent pipeline of high-quality events
- Lead and guide the event booking team in identifying, negotiating, and securing sports and entertainment content aligned with the stadium’s brand, audience profile, and strategic objectives
- Build and maintain strong relationships with promoters, rights holders, and event organizers to attract new and returning events to the venue
- Ensure all programming decisions support the stadium’s commercial objectives, including revenue generation, partnership value, and audience growth
- Collaborate closely with marketing, commercial, operations, and hospitality teams to ensure successful planning, promotion, and delivery of events
- Work with the Commercial Strategy Director to align the event calendar with broader commercial strategies and revenue opportunities

Experience Minimum Requirements	Education Minimum Requirements
8–10 years of experience in programming large-scale events in sports or entertainment venues	Bachelor’s degree in event management, business, or a related field