aramco stadium

JOB DESCRIPTION

Manager, Marketing

aramco stadium

1. JOB DETAILS

Job Title (EN):	Manager, Marketing
Job Title (AR):	مدير التسويق

2. JOB PURPOSE

Develop and deliver integrated marketing campaigns that increase awareness, attendance, customer acquisition, retention, and revenue across the stadium's products, events, and experiences. The role turns strategic priorities into practical marketing plans, coordinating audiences, messages, channels, content, budgets, and delivery schedules, and works closely with Commercial, Programming, Sales, and Operations to bring new and existing offerings to market and improve campaign performance through customer insight and analysis.

3. RESPONSIBILITIES

Marketing Planning and Campaign Delivery

Develop product, event, and audience marketing plans aligned with departmental strategy, revenue priorities, and the stadium calendar, and deliver integrated campaigns across paid media, email, social media, search, website, content, partnerships, and relevant offline channels.

Product Marketing and Commercial Support

Develop go to market plans for new and existing stadium offerings such as events, hospitality, tours, and venue hire, translate product features into customer benefits, and align campaigns with pricing, availability, sales targets, and promotional priorities.

Customer Acquisition, CRM and Retention

Manage Customer Relationship Management (CRM) and customer data to develop targeted segments and campaign selections, deliver acquisition, pre visit, post visit, and re engagement communications, and maintain appropriate consent, preference, and unsubscribe practices.

Digital Marketing and Content

Manage day-to-day digital campaign delivery with internal specialists and external agencies, develop campaign content plans, ensure materials follow brand guidelines and contain accurate approved information, and use structured testing to improve effectiveness.

Stakeholder and Partner Coordination

Act as the day-to-day marketing contact for assigned products, events, and campaigns, coordinate requirements across internal functions, work with promoters, sponsors, and commercial partners on joint activity, and manage agency and supplier briefs, timelines, and quality.

Budget and Performance Management

Manage assigned campaign budgets, track commitments and expenditure, monitor campaign performance measures, maintain accurate tracking and reporting, and recommend practical changes to improve results.

Project Leadership and Continuous Improvement

Lead cross functional campaign delivery, supervise and develop assigned team members where applicable, maintain reliable briefing, approval, asset management, and reporting practices, and support event day marketing requirements.

4. TASKS

Develop product, event, and audience marketing plans aligned with departmental strategy, revenue priorities, and the stadium calendar.

Define campaign objectives, target audiences, propositions, channel mix, budgets, schedules, and success measures.

Deliver integrated campaigns across paid media, email, social media, search, website, content, partnerships, and relevant offline channels.

Maintain a coordinated campaign calendar, managing dependencies, approval deadlines, and competing requirements.

Produce clear briefs for creative, content, digital, and agency teams and validate deliverables against them.

Monitor delivery and adjust campaign activity in response to sales performance, audience behavior, and changing business requirements, and conduct post campaign reviews.

Develop go-to-market plans for new and existing offerings and coordinate launches with product owners and Operations to confirm offers, booking journeys, and service information are accurate and ready.

Create marketing materials that support both consumer sales and business lead generation and identify opportunities for cross selling, upselling, and repeat visits.

Develop targeted audience segments and campaign selections using CRM and available customer data.

Deliver acquisition, onboarding, pre visit, post visit, and reengagement communications and coordinate email and automation activity including setup, quality checks, testing, and reporting.

Work with Ticketing, Sales, and data owners to improve the journey from campaign response to enquiry or purchase, and maintain consent, preference, and unsubscribe practices in line with internal policies.

Coordinate paid search, paid social, display, and other media activity against approved objectives and coordinate website and landing page updates that support clear customer journeys and conversion.

Ensure all materials follow brand guidelines and include accurate product information, approved claims, and relevant terms, and use structured testing to improve creative, audience selection, and messaging.

Coordinate campaign requirements with Commercial, Programming, Sales, Operations, and Customer Experience and work with promoters, sponsors, and partners on joint activity with clear deliverables and approvals.

Manage assigned campaign budgets, follow procurement and financial approval processes, and validate supplier delivery before invoice approval or recommendation.

Monitor revenue contribution, ticket sales, leads, conversion, acquisition cost, and return on advertising spend, explain performance against targets, and recommend improvements.

Escalate material budget changes, pricing proposals, brand exceptions, and sensitive communications to senior management.

Supervise and develop assigned team members where applicable, support event day marketing requirements, and implement improvements that reduce delays and strengthen quality.

5. EDUCATION

1. Bachelor's degree in marketing, business, communications, or a related discipline, or equivalent relevant professional experience, is required.
2. Recognized professional marketing or digital marketing qualification is preferred.

6. EXPERIENCE

1. Minimum of seven years of marketing experience in sports, entertainment, live events, or venues.
2. Proven experience planning, managing, and evaluating integrated campaigns, supporting business to consumer acquisition and business to business objectives, and managing campaign budgets, agencies, and multiple concurrent projects.
3. Experience with stadium products, hospitality, venue hire, ticketed events, marketing automation, ticketing platforms, and content management systems is preferred.

7. BEHAVIORAL COMPETENCIES

1. Holds self and others accountable to meet commitments. For example, accepts responsibility for own work and the work of the team, follows through on commitments, and makes sure that others do the same by setting clear expectations and monitoring progress.
2. Makes sense of complex, high quantity, and sometimes contradictory information to effectively solve problems. For example, looks at complex issues from multiple angles, explores issues to uncover underlying issues and root causes, and sees the main consequences and implications of different options.
3. Provides direction, delegating and removing obstacles to get work done. For example, sets clear priorities and expectations, delegates appropriately, monitors progress and results, and intervenes to remove roadblocks and keep work on track.
4. Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences. For example, adjusts messages to technical and nontechnical audiences, keeps stakeholders well informed, and presents information clearly and persuasively.

8. SKILLS

1. Applies strong working knowledge of digital advertising, social media, email marketing, CRM, and customer segmentation to plan and deliver integrated campaigns.
2. Interprets campaign data and translates findings into practical improvements to targeting, creative, and channel mix.
3. Writes clear and persuasive copy and briefs and presents campaign plans and results effectively to stakeholders.
4. Manages budgets, agencies, and multiple concurrent projects with rigorous attention to detail and delivery under pressure.