



## Sydney FC – Digital Marketing Specialist

### **ROLE: Digital Marketing Specialist**

We are looking for an experienced Digital Marketing Specialist to create paid digital campaigns that promote Sydney FC's wide range of products.

This newly created role will provide Sydney FC with in-house digital marketing expertise to complement our record-breaking social media team.

Highly motivated and with a track record of building campaigns that deliver strong ROAS, this position will drive sales in key areas from ticketing to Holiday Clinics.

The role will also liaise with partners to maximise opportunities on their owned channels.

A strong knowledge of Meta and Google platforms is required, plus a proven ability to provide key insights and reporting.

The successful candidate will also create email marketing campaigns using the Braze platform and work on campaign content creation.

Reporting into the Head of Marketing, the position will also be responsible for updating key landing pages on the Sydney FC website.

The role would suit a candidate with a background in a digital agency looking to move into the sporting landscape.

### **More about Sydney FC**

Sydney FC are Australia's most successful football club having won 34 trophies in our 20-year history. The club has the biggest football supporter base in the country and led the league for average attendances in both Men's and Women's games in Season 23/24.

Our Fan Engagement program participation numbers are among the highest across all sports club in Australia with strong growth forecasted.

The club is based at our purpose-built Sky Park headquarters at Macquarie University with matches played at both Allianz Stadium and Leichhardt Oval last season.

### **Role Description:**

- Run paid media campaigns with a focus on Meta platforms, Tik Tok and Google performance ads.
- Optimise ad campaigns and test creatives, formats and audiences.

- Set up performance metrics and identify trends that inform decision-making.
- Provide monthly performance reporting across digital platforms.
- Lead email marketing campaigns and set up automations and triggers.
- Update core football product pages on Sydney FC Website.
- Brief image and video assets in line with campaigns.
- Collaborate with partners to run digital assets on their owned channels.

**The ideal person will have:**

- A minimum of 3 years' experience in a similar digital marketing role
- Experience of working in an e-commerce environment with hard working budgets.
- Meta and/or Google certified
- Strong time management skills with the ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Excellent interpersonal skills.
- An understanding of email marketing platforms - focus on Braze
- Create marketing content on match days
- Basic knowledge of football

**TO APPLY**

To be considered for this role please submit a one-page cover letter that addresses:

- Why you are the ideal person for the role.
- Why you want to join our team.

Plus, a case study showing how you created a successful digital campaign and your reporting on the campaign.

Send the cover letter along with a copy of your CV to [Marketing@sydneyfc.com](mailto:Marketing@sydneyfc.com)

Applications should be a maximum of four pages, including cover letter, and less than 5MB in size.

**Applications close Monday 22 July 2024.**