Director of Marketing, Partnerships & Business Development

Loudoun Soccer Club | Leesburg, Virginia
Reports to: Chief Operating Officer
Position: Full-time, year-round
Compensation: $100,000-$110,000 annual base salary plus commission

About the opportunity

Loudoun Soccer seeks a strategic marketing and relationship leader to tell the club's story, strengthen its community presence, and grow revenue through sponsorships, partnerships and business development. This role connects our mission, player pathways and community impact with compelling reasons for families to join and stay, and for businesses and supporters to invest in the club.

Reporting to the COO, the Director leads marketing strategy, brand management and sponsorship growth across recreational, travel and elite pathways. The Director supervises the Social Media Manager and Events & Marketing Manager and coordinates creative, website and CRM specialists. Core priorities are effective marketing, strong partner relationships and measurable commercial results.

What you will do

- **Lead marketing and storytelling.** Own the annual marketing plan, club narrative and editorial calendar. Create campaigns that support registrations, retention and member engagement, and bring player, coach, family and volunteer stories to life.
- **Strengthen the brand and member experience.** Oversee brand consistency, social media priorities, website content and major announcements. Work with program leaders to explain the recreational-to-elite pathway clearly.
- **Grow sponsorship revenue.** Identify prospects, develop proposals, pitch, negotiate and renew corporate partnerships. Build a qualified pipeline and pursue opportunities aligned with the club's mission and community.
- **Deliver excellent partner service.** Manage sponsor inventory and coordinate signage, digital benefits, event activation and recognition. Ensure commitments are achievable, benefits are delivered and renewals are planned early.
- **Develop community and business relationships.** Build connections with local businesses and community organizations. Evaluate new revenue opportunities with executive leadership and Finance, considering demand, costs and delivery capacity.

What you will do continued

- **Lead people and delivery.** Set priorities, coach staff, manage the department budget and coordinate vendors. Align content, outreach and event activation so the team delivers on time and within budget.
- **Measure and improve results.** Maintain accurate CRM and pipeline records. Report on sponsorship growth, renewals, partner fulfillment, campaign performance and member engagement, working with Finance to verify revenue and contribution.
- **Advance the capital campaign.** Partner with executive leadership to plan and execute the 2028 50th Anniversary and Legacy Campaign, including prospect development, donor engagement, campaign communications and sponsorship opportunities.

What you bring

- At least seven years of relevant experience in marketing, partnerships, fundraising or business development, including three years leading staff or cross-functional work, or equivalent experience.
- Strong storytelling, writing and presentation skills, with work samples demonstrating audience understanding and a clear connection to organizational purpose.
- A demonstrated personal contribution to closing and renewing partnerships, delivering effective marketing campaigns and building productive relationships.
- Experience managing staff, vendors, budgets and CRM systems, with the ability to turn strategy into clear priorities and measurable results.
- Sound judgment, negotiation skills and the ability to collaborate with program leaders, families, volunteers, businesses and executive leadership.

Preferred qualifications: Experience planning or executing capital campaigns, including major donor cultivation, solicitation, stewardship and campaign communications. Youth sports, nonprofit fundraising or grant experience, and Northern Virginia relationships are also preferred.

What success looks like

In the first 90 days, you will assess current campaigns, sponsorships, systems and team capacity; develop an integrated marketing and partnership plan; and begin priority campaigns and sponsor outreach. You will establish practical first-year goals with the COO and Finance.

Ongoing success means stronger sponsorship growth and renewals, reliable partner benefit delivery, marketing that supports inquiries and registrations, and a team that executes well. Success also includes progress on capital campaign readiness, donor engagement and campaign communications, with scope matched to team capacity.

Work expectations

The role requires local travel and evening and weekend coverage for club events, community activities and partner meetings. The Director follows club policies for youth protection, background screening, image consent, privacy and data access.

How to apply

Email your application to **resumes@loudounsoccer.com**.
Applications will be accepted until the position is filled.