



Passion for Our City, Passion for the Game

Chief Revenue Officer

Founded in 2012, Detroit City FC has established itself as one of the most talked about soccer teams in North America. Our club motto, Passion for Our City, Passion for the Game, evokes the three ideas the grassroots organization was built upon: to satisfy the demand for soccer in downtown Detroit, represent the city in a positive light, and build community through “the beautiful game.”

The seed of DCFC was planted in 2010, on the soccer pitch at Belle Isle in downtown Detroit. That grass – the very same that was transported from the Pontiac Silverdome after the 1994 World Cup – was the original home of the Detroit City Futbol League (DCFL), a co-ed, recreational league that pitted players from teams representing the many historic neighborhoods of Detroit.

The dream is alive and growing as Detroit City Football Club has acquired the site of the former Southwest Detroit Hospital at the corner of Michigan Avenue and 20th Street for the purpose of building a new stadium that will serve as a permanent home for soccer in Detroit, with a goal of opening a new soccer-specific stadium by the club’s 2027 season.

The Role

Detroit City Football Club (DCFC) is looking for a Chief Revenue Officer to lead revenue strategy for the team and the new stadium scheduled to open in the spring of 2027. The stadium will transform DCFC’s operations as the organization continues to position itself for a long-term sustainable future. The project kicked off in 2024 and has been managed through early planning and feasibility phases by the DCFC ownership group. It now requires a dedicated CRO to devise the revenue strategy and drive revenue over the next twenty two months leading up to the opening of the stadium and for the years beyond. The CRO will be a principal leader within the DCFC family that consists of the new stadium, a men’s team, women’s team, an academy and nearly 4000 youth participants.

Who Are You

This job is for you if you have sports or entertainment experience with stadium experience as a plus. You believe in your talent and your ability to drive revenue across all streams (ticketing sales and service, premium sales partnership sales and activation, parking, merchandise, food & beverage, external events). You have a proven track record of sales, leadership and development of talent. Your drive is to work in an environment where you are respected for your insight and in return are provided the ability to spread your wings and create something truly unique. You accept that your compensation will be a combination of monthly stipend plus an opportunity for bonuses which will bring you in line with industry expectations.



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Key Responsibilities:

Planning, managing and reporting on the project which includes (and is not limited to):

- *Set strategy and execute on all revenue streams across the organization*
- *Set KPI metrics and performance markers and hold management and teams responsible for their progress towards these goals*
- *Lead the marketing efforts to drive revenue across all streams*
- *Remain well-connected with customers to ensure that their needs are being factored into the product development and enhancement cycles*
- *Collaborate with the finance, product management, and marketing teams on messaging, pricing strategies, and business models for achieving revenue goals*
- *Identify and resolve issues across the marketing, sales, and account management teams*
- *Participate in contract negotiations*
- *Pivot strategies when sales outperform as well as underperform*

Background and Skills required

- *Eight or more years in diverse leadership roles, driving and implementing revenue growth*
- *Proven track record of growing revenue through new-product development, marketing, branding, ticketing and partnerships*
- *Significant experience in general management and P&L supervision*
- *Ability to craft and execute a business strategy effectively*
- *Experience in making decisions based on business metrics*
- *Inspirational leadership style and hands-on approach*

DCFC is proud to be an equal opportunity workplace committed to building a team culture that celebrates diversity and inclusion