

Job Title	<i>Manager, Social Media</i>
Reports To	<i>Sr. Manager, Communications and Website</i>

Job Purpose

The Social Media Manager supports the Communications, Marketing and Design team to positively position the company's events with event participants, stakeholders, local community and media. This position is responsible for defining and executing the social media strategy for the events produced by the company, as well as cultivating and managing branded online communities on the company's behalf. Excellent writing and editing skills for multiple media channels are required, as is a strong customer service mindset.

Full-Time

Exempt

Duties and Responsibilities

Event Content Creation (Instagram, Facebook, Twitter, etc.)

- Write copy for all content creation
- Select photos from event photo libraries
 - Provide event shot list recommendations to race photographers
- Create social graphic templates
- Manage the user-generated content process
 - Gather user-generated content, route community-sourced images through approvals
- Develop and implement a strategy for Instagram stories
- Develop and implement a strategy for Facebook Live productions
- Develop and implement a strategy and manage an Influencer campaign

Approvals/Publishing

- Route content through internal teams (communications, sponsorship, operations, etc.) for review/approval
- Join Bank of America newsroom call (as necessary) to secure approval from the Bank of America social team
- Schedule and publish content across all social channels

Community Management

- Monitor comments from community
- Manage public commentary and respond to public comments within pre-approved messaging guardrails
- Respond to private comments and direct messages

Engagement/Amplification

- Increase social presence and engagement on social networks
- Monitor social channels to identify appropriate content from approved sources (event partners and sponsors) to share with our social community

- Amplify (share, retweet, etc.) relevant content with our social community

Sponsor Content

- Provide latest trends/rules regarding sponsored content to the CEM sponsorship team
- Work with the CEM sponsorship team to gather content
- Edit sponsor copy to fit brand voice, photo/text limitations

Celebrity/Athlete Content

- Develop content for celebrity-owned social channels
- Develop suggested content (announcement, race week, event moment-specific, etc.) for athlete-owned social channels

Athlete Activations

- Create content (including photos and approvals) to promote key event moments (i.e. visiting athletes)
- Work with athletes to create social responses

Paid Social

- Develop plan, execute and manage paid social campaigns
- Manage paid social budget for each event

Recaps/Analytics

- Provide weekly recaps on top performing posts and updates on how we can improve on low performing content
- Provide updates on top customer service inquiries and hot topics with our social communities
- Provide monthly recap (one-pager) that highlights stats including high/low performing content
- Develop post-event recaps to share with the greater CEM team
- Identify social media trends and work to actively incorporate new initiatives on event social platforms
- Provide analytic reports for event agency partners and sponsors

Qualifications/ Requirements

- Ability to work well with a diverse group of staff and volunteers
- Excellent communication skills
- Strong writing skills
- Strong planning, organizational and follow up skills
- Excellent people and process management skills
- Strong interpersonal and customer service skills
- Excellent time management skills
- Detail oriented
- Record keeping skills
- Ability to multi-task

Education/Experience

- Bachelor's degree in communications or related field

- 2-4 years of job-related experience; such as working in event/endurance sport industry or social media management experience
- Proficient in Adobe Creative Suite (specifically Photoshop and InDesign)
- Experience in strategy/planning in the social space
- Customer service experienced desired

Working Conditions/Physical Requirements

- Moderate walking, standing, prolonged sitting, bending, kneeling, and reaching
- Work is performed primarily in an office setting
- The employee must occasionally lift and/or move up to 25 pounds

Approved by: <i>Signature & Title</i>	
Date approved:	
Employee Acknowledgement:	