



## Social Media and Content Marketing Specialist

### **JOB OBJECTIVE**

Seeking a forward-thinking, enthusiastic self-starter with the creativity and expertise to drive meaningful social results through all social media platforms. Must be passionate about creating compelling content in order to promote brand-awareness and engagement with clients. The Social Media and Content Marketing Specialist must have digital fluency, showing an understanding of the impact of video and content creation. It is essential to have excellent writing and communication skills and a keen understanding of how to grow our brand on all social media platforms.

### **RESPONSIBILITIES**

- Create programs that increase engagement and interaction within the most popular social media channels, including Twitter, Facebook, LinkedIn, and Instagram.
- Use graphic design skills and tools to create graphics for social media and web use
- Understand and executes metrics-based reporting within each social channel
- Translate client business objectives into social media programs that help build awareness and engage customers
- Collaborate with the team about new social media, digital advertising, promotion and PR methods that advance our clients success
- Provide social media counsel to both clients and internal team members as required
- Understanding analytics and how to measure and report on program success
- Assist in leading client and/or social media related meetings
- Write copy for social media posts, blog posts or other social content, as needed
- Participate in team meetings and creative brainstorm sessions
- Contribute insights about the client's industry and create opportunities

### **BASIC QUALIFICATIONS**

- Bachelor's Degree in Digital Marketing or related field
- 2+ years of media relations, digital advertising and social media experience
- Sports industry experience preferred
- Must be current on all social media best practices

Interested candidates can send their resume to Sarah Arcand at [sarcand@sportsdigita.com](mailto:sarcand@sportsdigita.com)

### **ABOUT SPORTSDIGITA**

Founded in 2010, Minneapolis-based Sportsdigita has revolutionized sales enablement in the sports and enterprise industry with its cloud-based presentation platform, Digideck. Recently named to the Inc. 5000 list of Fastest Growing U.S. Companies, Sportsdigita combines a deep understanding of sports sponsorship, ticketing, and premium experiences with best-in-class software technologies to solve business problems. Sportsdigita's roster of over 400 professional and collegiate teams includes the biggest brands in sports such as the New York Yankees, Los Angeles Lakers, and Dallas Cowboys. Digideck's success has expanded beyond sports into the enterprise industry including partnerships with UnitedHealth Group, Cargill, and Ticketmaster. For more information about Sportsdigita visit [www.sportsdigita.com](http://www.sportsdigita.com) and [www.thedigideck.com](http://www.thedigideck.com).