

Social Media Job Description

The most important part of this job is that the candidate must have demonstrated and extensive social media experience. This means that the person is actively participating in a wide variety of social media activities such as blogging, community development and management, social bookmarking, commenting, etc. and is well-connected with the broader social media world. The second important part is that the candidate must be able to think strategically, but be willing and able to roll up his/her sleeves to help implement the programs, and work long weekend events.

Working at Halftime Sports helps prepare you for every media situation at the next level. Our circuit of events will help build your profile and your value in the Social media arena. From networking with college coaches, programs, student-athletes and other media outlets, will help build our contacts and brand.

Responsibilities – the key responsibilities for this position include:

Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all Halftime Sports brands and Implement and manage social media program

Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media at Halftime Sports

Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services

Measure the impact of social media on the overall marketing efforts

The Social Media Coordinator will manage, update and enhance through creative efforts our social media efforts; Facebook, twitter, and other blogs and social media channels. Author blog posts, articles, podcasts, videos and screencasts, (or relevant media) to creatively communicate product uses per company philosophies.

Monitor media channels daily or as needed for content issues.

Develop and execute initiatives to drive member-generated content, increase community participation and add value to the online community experience.

Experience – the ideal candidate will have experience in the following areas:

Social media tools and techniques (Twitter, Facebook, Instagram)

Familiar with content management systems

Marketing (traditional, new media, guerilla and 'word of mouth')

Writing experience online content (for web and social)

Disciplined with time

Ability to write stories within deadlines

Attributes – the key attributes for this position include:

Creativity

Willingness to experiment

Ability to deal with uncertainty

Ability to contribute individually, and lead, manage or participate in cross-functional teams

Doggedness and determination

Ability to synthesize large amounts of data into actionable information

Excellent writing skills and a willingness to use them

Excellent verbal communication skills

Persuasiveness

Ability to create great working relationships with all levels within the company and across multiple disciplines

Sense of humor

Work weekend events

Cover Halftime Sports events; Spalding Hoops 4 The Cure High School Classic, Dai Jon Parker Classic, U.S. Basketball Games, Georgia Hoops Invitational and many others (totally 14 overall exciting events)

Email resumes to

info.halftimesports@gmail.com

No phone calls!

Pay: Event basis