

**Job Title:** Social Media Manager – Triad Elite Ducks (American Youth Football)

**Job Summary:** The Social Media Manager for the Triad Elite Ducks is responsible for creating and managing the team's digital presence. This role involves developing engaging content, showcasing the team's achievements, and fostering a sense of pride and community among players, families, and fans. The ideal candidate will have a passion for youth sports, a creative mindset, and the ability to build a positive and impactful online presence for the Ducks.

**Key Responsibilities:**

**1. Content Creation and Management:**

- Develop and execute a social media strategy aligned with the goals of the Triad Elite Ducks.
- Create, schedule, and post high-quality content, including photos, videos, game highlights, and announcements, across platforms such as Facebook, Instagram, Twitter, and TikTok.
- Design graphics and visuals to celebrate team milestones, player spotlights, and special events.

**2. Community Engagement:**

- Interact with followers by responding to comments, messages, and inquiries.
- Encourage fan participation through interactive content like polls, contests, and challenges.
- Build relationships with the Ducks' families and supporters to foster a vibrant online community.

**3. Event Promotion:**

- Promote games, practices, fundraisers, and special events through engaging social media campaigns.
- Provide live coverage of games and events by sharing real-time updates, photos, and videos.
- Collaborate with coaches and team staff to ensure accurate and timely communication.

**4. Brand Building:**

- Maintain a consistent voice, tone, and aesthetic that aligns with the Triad Elite Ducks' mission and values.
- Highlight the team's dedication to sportsmanship, teamwork, and community involvement.
- Expand the Ducks' digital footprint by growing followers and increasing engagement.

**5. Analytics and Strategy:**

- Track social media performance using analytics tools to measure engagement, growth, and reach.
- Provide regular reports on campaign success and areas for improvement.
- Adjust strategies based on data insights and evolving social media trends.

#### **6. Collaboration and Support:**

- Work closely with coaches, players, and parents to gather content and share team stories.
- Coordinate with sponsors and partners to highlight collaborations and promote their contributions.
- Assist with marketing materials to support team initiatives, events, and recruitment efforts.

#### **Qualifications:**

- Experience in social media management or digital marketing (preferred).
- Strong creative skills, including writing, photography, and video editing.
- Familiarity with social media platforms, analytics tools, and content creation software.
- Excellent communication and organizational abilities.
- Passion for youth sports and community engagement.
- Ability to work flexible hours, including evenings and weekends during the football season.

#### **Work Environment:**

This role involves a mix of remote work and on-site responsibilities at games, practices, and events. The candidate must be available on weekends and evenings during the season to cover team activities.

#### **How to Apply:**

Interested candidates should submit a resume, a portfolio showcasing social media experience, and a brief statement about their passion for youth sports to [miguel@triadeliteducks.com](mailto:miguel@triadeliteducks.com). Applications will be reviewed on a rolling basis.