



Job Title: Social Media Marketing Manager
Reports To: Chief Operating Officer
Location: National Office - Colorado Springs, Colo.

Position Summary:

The Social Media Marketing Manager is responsible for the creation, development, execution and evaluation of on-going social media strategies to support the United States Ice Rink Association's business objectives. The Social Media Marketing Manager is the lead in developing the brand/marketing strategy and creating maximum value through participation in social marketing/media and member engagement. As such, the Social Media Marketing Manager is the brand voice of the organization as expressed through all social media channels, and the organization website. Responsible for ensuring active and engaged contributors on private member-only communities as well as external social media channels, this position develops and manages all areas of social media from ongoing strategies to ensuring editorial calendars are created and implemented, monitoring online conversations and participating in those conversations to build brand visibility and industry leadership.

This position requires an individual who combines the skills of an editor and online marketing professional with the organization and tactical execution of an experienced project manager. Additionally, this position will work to ensure alignment between social media content and website content. The Social Media Marketing Manager must be able to function in a fast-paced dynamic environment providing leadership, clear direction and feedback with co-workers, board members and external partners (as needed).

Additional responsibilities include coordinating with co-workers to ensure consistency in voice and messaging throughout the social media space, and working across the organization to develop a library of resources for social media as well as identifying new opportunities. This is a very hands-on position that will require existing knowledge of the social media space, tools of communication, SEO/SEM and the metrics and benchmarks with which to measure effectiveness.

Essential Functions:

- Develop social media strategy and implementation plan for organization. Responsible for managing the implementation plan once it is approved.
- Develop KPIs and weekly, monthly, quarterly and annual reporting on social media performance metrics.
- Create content calendars and write necessary copy (e.g. headlines, updates, Tweets, etc.) by social media platform and manage regularly scheduled posts.
- Manage and monitor posts, track responses and ensure a proper escalation process will be followed as necessary. Will develop process and manage crisis communications and work through potential challenging online interface in social media communities with followers or contributors.
- Monitor and participate in online communities and external websites. Identify and respond to new opportunities as appropriate.
- Collaborate with co-workers to identify new opportunities for social media content. Develop a communication process to ensure a central point for social media content and a clear understanding of social media activities.



- Align social media updates with website updates to ensure content is up-to-date and consistent across both types of communication platforms.
- Proactively manage social media projects and deadlines, ensuring the COO is kept up to date on activities and project statuses.
- Other duties as assigned

Requirements:

Education:

- A bachelor's degree in marketing, communications, business or a related field is preferred.

Work Experience:

- **Social Media:** Minimum three (3) years of social media experience that includes managing and growing private communities as well as monitoring and responding to external social media sites or equivalent experience. This individual must have experience effectively leading the implementation of social media activities and campaigns, while evaluating results on an ongoing basis. They should also have a track record of growing and managing social media communities. It is essential to understand the social marketing space and be able to identify and communicate social media opportunities across the organization, create a plan for those opportunities and implement them. A strong grasp of Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram platforms and other popular social media sites including: account set up and creation, managing back end interface and analytics extraction.
- **Marketing / Communications:** A background in public relations is strongly desired. The role requires a minimum of three (3) years' experience in the marketing / communications field, including in-depth experience with developing strategy, research and analytical skills, project management and copy writing. Website development and management as well as Internet marketing and knowledge and experience in the multimedia formats required. Experience working collaboratively with a variety of internal clients and in managing complex multi-departmental relationships.
- **Industry:** Experience in the ice rink and/or ice sports industry is preferred. Social Media experience in a consumer-facing organization is required. Supervisory experience is also preferred.

Technical / Functional Skills:

- **Social Media:** Must be a social media innovator and guru with demonstrated ability to develop, build and grow dynamic active communities. Ability to create strategies and implement them based on available resources. Should be very familiar with the tools of communication, from forums, to blogs, podcasts, videos, social bookmarking, etc. and understand the language and jargon that is used across communities/platforms.
- **Project Management:** Ability to successfully manage multiple projects simultaneously is required.
- **Communication:** Demonstrated strong verbal and written communication, editing and experience as "the voice of the brand." Ability to understand the brand and culture as well as the audience and develop a consistent tone. Experience in crisis communications and ability to work through potential challenging online interface in social media communities with followers or contributors.



- Marketing: Possess both strategic and analytic skills. Strategy, project management, internal consulting interpersonal skills, communication, leadership skills with strong analytical and technical abilities. Ability to understand and communicate to all stakeholders concerning social media as a tool, process and strategy – both from a recruiting/sales and marketing perspective. Additionally, the ability to determine newsworthy and pertinent content to share with social media communities.

Competencies:

- Must be a dynamic go-getter, self-starter who wakes up every day excited about social media as a customer lifecycle management platform.
- Experience with social media management systems (e.g. Hootsuite, HubSpot, Buffer, etc.) is required.
- Understand the strategy, processes and practical implementation involved in social media, marketing, online marketing, experience with website content development, and demonstrated ability to work with collaborative teams across non-related departments to bring projects to fruition.

Work Conditions:

- Cubicle in a multi-level building
- Standard office equipment
- Work schedule may include nights, weekends and holidays
- Travel up to 15% of time

Compensation:

- Commensurate with experience. This is a full-time salaried position with an excellent benefit package

Availability:

- Position to begin in January 2019 at the United States Ice Rink Association national office in Colorado Springs, CO

Application Procedure:

To apply, email a letter of application, current resume and a list of references to the Jeff Theiler, Chief Operating Officer, at jefft@usicerinks.com by December 21, 2018. No phone calls, please.

We do not discriminate on the basis of race, religion, national origin, gender, age, handicap or veteran status. All qualified applicants will be given equal opportunity. Selection decisions are based only on job-related factors.