

WE'D LOVE FOR YOU TO JOIN US!

San Diego Wave Fútbol Club is on a mission to build a world class home for players and fans. We are seeking a dynamic, forward-thinking individual to join our mission to share our story, win championships, increase, and delight our fans. We're making memories and engaging our community through this beautiful game.

SUMMARY:

San Diego Wave Fútbol Club is seeking a dynamic, creative thinker to oversee the team's presence across the social media landscape, helping drive deeper, more meaningful connections with fans and the larger San Diego and soccer communities.

This individual will be tasked with the development and implementation of strategy, content delivery, and real-time community management. They will identify key performance indicators, set clear objectives, measure performance, and improve results. The ideal candidate will help build the brand and business of the club using an imaginative and technical skillset combined with excellent communication skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Lead the day-to-day posting and community management of Wave FC's official accounts, including Facebook, Twitter, Instagram, and YouTube
- Drive the club's strategy on TikTok and other emerging platforms
- Manage organization, planning and scheduling for all social media platforms
- Organically integrate club's marketing and business objectives into social media presence
- Help in the development of campaigns for tentpole moments like schedule release, jersey release, season kickoff, and playoffs
- Create entertaining and original social-first text, photo, and video content
- Work to evolve the established voice and tone of the Wave FC brand to promote positive fan engagement and to drive demand for club content
- Moderate user-generated content across platforms and engage with followers
- Stay on top of emerging social media trends and best practices and appropriately integrate new opportunities into Wave FC's social presence
- Provide social coverage at trainings, on matchdays, at community events and others as needed
- Assist in execution of paid social media campaigns

- Assist with analytics, particularly the tracking of campaigns and sponsorship executions to ensure successful partner-affiliated social media posts, ticket sales, and merch promotions
- Collaborate with creative designers, photographers, and videographers to ensure assets are optimized for maximum performance on individual platforms
- Help develop content ideas to support partnership pitches and renewals
- Assist with various production, editing, and design tasks as needed

QUALIFICATIONS:

- Bachelor's degree (BA/BS) preferably in marketing, communication or journalism
- Minimum three (3) years relevant work experience, preferably with a sports property
- Demonstrated understanding of social media platforms, their unique audiences and how to use them to maximize branding and marketing efforts
- Proficiency in Photoshop, Adobe Premiere, and Microsoft Office

- Excellent writing and proof-reading skills, including superior attention to detail, a strong handle of grammar, punctuation and voice
- Team player who strives to help the club achieve key business objectives, including driving value for corporate partners, creating ticket sales and merch opportunities, and promoting broadcast tune-in – while maintaining maximum exposure with minimal invasiveness into fan timelines/feeds
- Ability to multitask, prioritize and problem solve, and manage time effectively within a fast-paced environment
- In-depth knowledge of analytics software, content management systems and SEO tools
- Ability to strive under pressure and in tight deadlines
- Proactive thinker who brings creativity to the job every day
- Willingness to work flexible hours, including nights and weekends when needed
- Ability to take ideas from concept to execution
- Excellent organization skills
- Proven experience in collaborating with peers across departments to brainstorm, create and execute on-brand content

PREFERRED QUALIFICATIONS:

- Experience in photography both in shooting imagery and providing shot list direction
- Familiarity with metadata, SEO, file naming and other organizational tools for archiving content
- Ability to work with athletes to distribute content and grow their social media presence as additional club marketing touchpoints
- Working knowledge of soccer and familiarity with the National Women's Soccer League

If you meet the above qualifications and are ready to take on the challenge of leading our professional soccer club to success, we want to hear from you. Please submit your resume and cover letter detailing your relevant experience and why you are the ideal candidate for the position.

APPLY TODAY

Our people are our club. We believe different backgrounds and experiences bring new ideas and perspectives. We encourage talented candidates from

underrepresented and underserved backgrounds to apply. We're excited to welcome new members of our team who share our passion. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

Job Questions:

1. Are you legally authorized to work in the United States?
2. Do you now or in the future require visa sponsorship to continue working in the United States?
3. Please supply a link to examples of your work (i.e. social media accounts you run/ran)