



Director of Content Strategy

<b>Job Requisition</b>	R00064120 Director of Content Strategy (Open)
<b>Job Family</b>	Campus Management
<b>Start Date</b>	01/25/2022
<b>End Date</b>	
<b>Primary Posting</b>	No
<b>External Posting URL</b>	<a href="https://lsu.wd1.myworkdayjobs.com/LSU/job/0501-Moran-Family-Ctr-for-Athletic-Admin/Director-of-Content-Strategy_R00064120">https://lsu.wd1.myworkdayjobs.com/LSU/job/0501-Moran-Family-Ctr-for-Athletic-Admin/Director-of-Content-Strategy_R00064120</a>

**Description** **All Job Postings will close at 12:01a.m. CST (1:01a.m. EST) on the specified Closing Date (if designated).**

**If you close the browser or exit your application prior to submitting, the application progress will be saved as a draft. You will be able to access and complete the application through "My Draft Applications" located on your Candidate Home page.**

**Job Posting Title:**  
Director of Content Strategy

**Position Type:**  
Professional / Unclassified

**Department:**  
LSUAM Athletics - PDIO - Comm - New Media (Cody Worsham (00055773))

**Work Location:**  
0501 Moran Family Ctr for Athletic Admin

**Pay Grade:**  
Professional

**Job Description:**  
As an equal opportunity/affirmative action employer, LSU Athletics acknowledges the impacts of implicit bias and structural inequity that can impede the creation of a vibrant and representative workforce. We recognize the benefits of diverse perspectives in leadership and of equity in the distribution of organizational resources and opportunities. Therefore, we are committed to eliminating barriers to create a better future for our employees, partners and community. To the fair consideration, employment, retention and advancement of qualified applicants, we welcome the unique contributions that individuals bring in terms of their education, race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socio-economic status, ability, family status, veteran's status, experiences, opinions, and ideas. Forever LSU.

The Director of Content Strategy is a professional position that is responsible for content distribution and social strategy for all of LSU Athletics' teams. This role enhances external messaging and drives revenue growth through implementing content strategies across social media platforms to increase growth, engagement and awareness of LSU's nationally recognized athletics programs and overall brand.

This position collaborates with multiple departments, including the marketing and promotions teams, communications, creative services and Sports Properties to develop and manage campaigns and analyze engagement data. Must have a strong content creation background, creative ideas, project management



and have a proven track record for managing major social media accounts and campaigns. Ability to work in a team/collaborative environment is a must.

50% This position is primarily responsible for directing the Creative Content team on content strategy and the process and protocols to enhance the performance of LSU Athletics social media accounts and external branding. Working alongside the Director of Strategic Communications, this role must create, maintain and execute weekly detailed content calendars to ensure the promotion of appropriate sport-specific content, events, programs, marketing efforts, external video content, etc.

Assists the Director of Strategic Communication as the liaison for the Creative Content team and Sports Properties staff to ensure sponsored content across all sports is organized, distributed, planned in advance and executed by specific deadlines.

Assists in developing and implementing a reactive social strategy based on breaking news, major moments and live events across all LSU sports. Work with the Creative Content team to build a sense of community around LSU Athletics, podcasts, external creative content and Sports Properties partners to increase engagement and drive overall growth. Show creativity and continuity within social media and digital platforms that accurately depicts and grows the LSU brand.

Assists Assistant Director of Creative Content in organization and execution of weekly and daily podcasts.

Responsible for developing original ideas to produce engaging and effective content using all available resources. Work closely with internal and external departments to execute campaigns, generate revenue and communicate LSU Athletics' brand and institutional messaging. Schedules, manages and prioritizes projects.

Knowledgeable of and ensure compliance with departmental, University, conference and NCAA procedures, rules and regulations.

30% Identifies trends and monitors key performance indicators for athletics revenue and engagement. Researches and recommends new technologies related to content delivery. Participates in developing guidelines and policies pertaining to digital media. Establishes and maintains best practices for project management and monitoring.

Manage social media for LSU Athletics by providing weekly analytics reports and setting future goals and benchmarks. Analyze and report on data related to the impact of external content, both long and short form video, written content, photo, graphics and sponsored content from LSU Athletics' digital platforms. Assist in gathering insights through ongoing social testing and tracking, analyzing what's working and what's not to enable us to continually develop and improve our output.

15% Assist in the management of a team of student workers dedicated to social media. Assign projects, review and approve work and assist in the professional and technical development of student workers.

5% Other duties as assigned.



### Minimum Qualifications

Bachelor's degree in Communications, Multimedia Arts or similar field of study. Three years of experience with proven content creation skills in a high paced, demanding professional setting; Experience managing multiple social media channels; Highly developed creative and organizational skills; Ability to multitask and manage several projects simultaneously; Excellent communication skills; Required to work quickly, efficiently and with adaptability under strict deadlines; Analytical mindset with understanding of key social growth and engagement metrics; Demonstrated platform fluency on Twitter, Instagram, Facebook and YouTube in business/professional applications; Strong writing skills with a keen eye for detail, grammar and punctuation; Understanding of and alignment with the Core Values of LSU Athletics

### Preferred Qualifications

Five years of experience; Experience with professional or collegiate sports teams is preferred. Experience producing audio content.

### Special or Physical Qualifications

Ability to work extended days and weekends.

### Additional Job Description:

#### Special Instructions:

A copy of your transcript(s) may be attached to your application (if available). However, original transcripts are required prior to hire.

Please provide three professional references including name, title, phone number and e-mail address

#### Posting Date:

January 25, 2022

#### Closing Date (Open Until Filled if No Date Specified):

#### Additional Position Information:

**Background Check** - An offer of employment is contingent on a satisfactory pre-employment background check.

**Benefits** - LSU offers outstanding benefits to eligible employees and their dependents including health, life, dental, and vision insurance; flexible spending accounts; retirement options; various leave options; paid holidays; wellness benefits; tuition exemption for qualified positions; training and development opportunities; employee discounts; and more!



Essential Position (Y/N):

LSU is an Equal Opportunity Employer:

LSU believes diversity, equity, and inclusion enrich the educational experience of our students, faculty, and staff, and are necessary to prepare all people to thrive personally and professionally in a global society. We celebrate diversity and are committed to the principles of diversity and inclusion. We actively seek and encourage qualified applications from persons with diverse backgrounds, cultures and experiences. To learn more about how LSU is committed to diversity and inclusivity, please see LSU's [Diversity Statement](#) and [Roadmap](#). Persons needing accommodations or assistance with the accessibility of materials related to this search are encouraged to contact the Office of Human Resource Management ([hr@lsu.edu](mailto:hr@lsu.edu)).

COVID-19 Vaccine Protocol:

LSU requires the COVID-19 vaccine for all students, faculty, and staff or mandatory monthly testing. New employees must either submit proof of vaccination within three (3) days of their official start date, otherwise they will be entered into the mandatory monthly testing protocol beginning in November 2021.

HCM Contact Information:

Questions or concerns can be directed to the LSU Human Resources Management Office at 225-578-8200 or emailed [HR@lsu.edu](mailto:HR@lsu.edu)

<b>Worker Sub-Type</b>	Professional / Unclassified
<b>Location</b>	0501 Moran Family Ctr for Athletic Admin
<b>Time Type</b>	Full time
<b>Locations</b>	
<b>Supervisory Organization</b>	LSUAM Athletics - PDIO - Comm - New Media (Cody Worsham (00055773))