

About the job

Job Title: Manager, Social Media

Department: Content & Creative

Reports To: Director, Content & Creative

Location: Chicago / United Center (In-Office)

Hours: Standard business are 9:00 am - 5:00 pm / Mon – Fri. This position will require occasional evening, weekend, and holiday availability as required by the game or event schedule.

Status: Full-Time, Exempt

Direct Reports: 2

Compensation: This role is budgeted to receive an annual salary of \$70,000 to 85,000, with the final offer commensurate with experience and qualifications.

The Chicago Blackhawks is an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply. All qualified applications will receive consideration for employment without regard to gender, race, religion or religious creed, color, gender identity, gender expression, national origin, ancestry, physical or mental disability, medical condition, marital status, registered domestic partner status, age, sexual orientation, military or veteran status, or any other basis protected by federal, state, local law, ordinance, or regulation and will not be discriminated against on these bases. We are committed to providing reasonable accommodation for individuals with disabilities.??

The Ideal Candidate

The ideal candidate shows a demonstrable passion, curiosity and experience in ideating, strategizing and creating engaging content on social platforms. This role requires a solid understanding of what works in the social industry, but has an unsatiable desire to test and learn, and iterate on strategy.

The Top Shelf

The Chicago Blackhawks are seeking a mid-level social strategist that is an out-of-the box thinker that can proficiently leverage data for creativity. This role will oversee the day-to-day execution of content across all social channels, while driving strategies that prioritize brand growth and fan engagement.

How You'll Contribute**Planning and Execution**

- Conceptualize and strategize organic content ideas beyond standard game-day coverage, prioritizing an always-on content approach to channel management.
- Lead Practice and Game coverage plans on our social channels
- Develop and implement comprehensive social strategies tailored to each digital platform, ensuring alignment with overall brand objectives and audience preferences.
- Ability to “Content DJ” and turn any piece of content into a volume of assorted social posts (i.e. video clips, GIFs, graphics, photos, stories, threads, etc.)

- Experience shooting with a DSLR cameras is a mandatory with the ability to produce, edit and post
- Closely monitor players' social media accounts; when possible, work with the players to create unique, engaging content

Performance and Measurement

- Manage channel reporting that goes beyond basic post tracking - analyze and draw hypothesis and recommendations to inform future content strategies.
- Manage social listening tools to deepen understanding of audience and inform future content strategies.

Leadership

- Foster a collaborative and innovative work environment for a team of Social Coordinator(s) that encourages creativity and continuous learning as platforms change, and new technologies emerge.
- Collaborate with Creative & Content team to produce relevant and engaging content across all mediums from photography and graphics to short-form, vertical video.
- Collaborate with Hockey Comms & Brand to ensure content is in alignment with brand and player guidelines.

Qualifications & Requirements

- 5-7 years of relevant experience in marketing project management. Sports experience a plus.
- 2+ years leading and developing a team, experience with driving positive cultural change in growth situations a plus.
- Ability to travel up to 25%.
- Ability to prioritize, manage, and complete multiple projects and activities with simultaneous deadlines.
- Positive attitude and strong work ethic a must, must have a "team-first" mentality with an eagerness to learn.
- Should be extremely organized and detail oriented, with a focus on quality and consistency.
- Demonstrated aptitude for driving results.
- Must be able to work non-traditional hours as the business requires including but not limited to nights, weekends, and holidays.
- Demonstrates our organizational values of integrity, curiosity, empathy, collaboration, and originality.

What It's Like Working Here

The Chicago Blackhawks experience isn't just on the ice. Our office, located in the United Center, promotes a fun, engaging, fast-paced and collaborative atmosphere where we can celebrate both hockey and each other. Our commitment to curating an environment where all individuals feel empowered to bring their best self to work each day can be seen throughout our organization. Whether you are a job seeker looking to join the organization, a current member of our amazing team, or someone looking to help support our mission, our goal is the same – to reimagine the potential of hockey through memorable, inclusive experiences.

Perks And Benefits

Competitive total rewards package, full benefits (medical, dental, vision, 401k matching, paid life insurance), employee assistance program (EAP), comprehensive PTO package, social events, volunteer opportunities, and learning and development. Employer-paid breakfast, lunch, parking, on-site gym and training classes, employee ticket program, and more.

The Team

The Chicago Blackhawks started their journey as one of the NHL's "Original Six" professional ice hockey teams in 1926. Members of the Central Division in the NHL's Western Conference and six-time Stanley Cup Champions (1934, 1938, 1961, 2010, 2013, 2015), the team calls the United Center home.

Each day the Team works to uphold our mission to reimagine the potential of hockey. At its core, the team and greater organization uphold its mission through its core values centered around integrity, curiosity, empathy, collaboration, and originality. They are fiercely dedicated to evolving and delivering new and legendary fan experiences and captivating new and diverse audiences, both on and off the ice. As part of their unwavering commitment to drive impact and purpose in the Chicago community, the organization opened the Fifth Third Arena (the team's official practice facility and community space for youth hockey development), continues to make expansions to the Chicago Blackhawks Foundation, and acquired the AHL team the Rockford IceHogs.

The Chicago Blackhawks continue to grow in its commitments to honor and celebrate Black Hawk's legacy by offering our platforms, making meaningful contributions, collaborating with Native American people, and reimagining ways to support the many Native American people and communities they live amongst and alongside. They engage in this work through their formal partnership with Black Hawk's ancestral tribe, the Sac and Fox Nation of Oklahoma, which the tribe established with the Chicago Blackhawks in 2021.