

The Carolina Hurricanes are hiring a Social Media Strategist to join their social media team. This person will manage social content programming across various organizational social media platforms. The ideal candidate will have a background in marketing and/or communications and can bring a high level of creativity, wit, and an eye for quality presentation to this role. The position will report to the Director of Digital Content.

**Responsibilities:**

- Manage, plan, produce, and post for Carolina Hurricanes organizational social media accounts.
- Identify opportunities for 1:1 communication with fans via social platforms in order to build brand affinity and drive growth.
- Respond to fans across multiple social platforms.
- Write compelling, engaging, timely and on-brand copy for social media posts across platforms with goal of further solidifying unique brand voice.
- Develop creative content and copy ideas that drive engagement or traffic to club-owned digital assets, raise awareness for events, or support various brand initiatives.

- Participate in brainstorming sessions and generate ideas for social content that can engage, surprise, delight, and entertain Carolina Hurricanes fans.
- Manage the social media content calendar.
- Develop and maintain the content strategy for additional official team accounts
- Produce analytics reports.
- Stay aware of the latest industry trends and behaviors – both inside and outside of sports - and apply insights into creative and strategic approach.
- Identify opportunities to drive revenue across the organization, specifically ticket sales, corporate partnerships, and retail
- Other responsibilities as assigned.

**Qualifications:**

- Bachelor's degree in marketing, communications or related field.
- Minimum of 1-3 years of professional experience working directly for a professional/collegiate sports team, brand or within an agency.
- Understanding of hockey, the NHL, hockey culture and language, vocabulary and jargon used in the sport of hockey.

- Creative writer, content strategist, and problem-solver who is able to multi-task and work in a fast-paced environment.
- Proven knowledge of Internet culture and communication.
- Experience shooting photos and videos with a mobile phone during game and non-game setting.
- Basic understanding of Adobe Creative Suite preferred.
- Strong visual eye for social media graphics, photography, videos, copy etc.
- Strong understanding of social media best practices, social platforms and different ways to utilize those platforms to engage fans and build a community.
- Strong attention to detail, grammar, and proofreading skills.
- Strong time management and planning skills.
- Consistently reflect strong time management, organizational and problem-solving skills.
- Must be dependable, flexible, and a reliable team player who can prioritize building interpersonal relationships.

- Ability to work non-traditional hours in non-traditional settings including some nights, weekends and holidays and able and willing to travel to off-site events, etc. as needed.
- Must be able to maintain confidentiality and use discretion when privy to sensitive information.
- Must pass a criminal background check

*Hurricanes Holding, LLC reserves the right to change or modify the employee's job description whether orally or in writing, at any time during the employment relationship. Hurricanes Holdings, LLC may require an employee to perform duties outside his/her normal description. This description in no way states or implies that these are the only duties to be performed by the employee occupying this position.*

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. Have you ever been convicted or pled guilty to a crime excluding minor traffic offenses? If yes, fully explain. A conviction does not necessarily exclude you from employment.