

Title: Director, Digital Strategy
Department: Brand Marketing and Solutions
Date: February 2021

SUMMARY

BSE Global (“BSE”) is a multifaceted sports and entertainment business that brings people together to experience music, sports, and culture through our teams and venue. Through these experiences and in our workplace, we strive to elevate our business, grow our fan base, and cultivate a community anchored in belonging and inclusion in every aspect, on and off the court.

The Director of Digital Strategy will lead strategic planning and content development across all of BSE’s social media and digital platforms, for properties including the Brooklyn Nets, NetsGC, Long Island Nets, and the Barclays Center. This individual should leverage their expertise in digital marketing and social media best practices to generate engaging and innovative content to entertain and grow our fan base. The position will be a strategic partner to our revenue-generating groups and craft & execute inventive digital platforms for brand partners. The Director will closely collaborate with our in-house creative collective, Studio Brooklyn, on ideation, treatments, asset development, resource allocation and production planning.

The Director manages a team responsible for curating the editorial and programming calendars for BSE’s brands across the breadth of social and digital media channels. This will include highlighting game/event coverage, off-the-court storytelling, branded content, Community/Diversity & Inclusion programs, marketing tentpoles, cultural moments, fan development initiatives and ticketing campaigns. This person will serve as an internal thought leader and key contributor in the pursuit of achieving organizational business and revenue goals.

JOB DESCRIPTION - WHAT YOU WILL DO:

- Craft transformative, cross-channel digital activation, that expands our organic audience reach, catalyzes fan engagement, diversifies content offerings and drives revenue
- Oversee the voice, persona, tone and narrative for BSE brands on social & digital channels
- Continuously innovate and optimize across our content ecosystem: analyze performance metrics, evaluate the industry landscape and embrace emerging trends, technology and platforms
- Steward the organization’s evolution into a leader in branded content and digital monetization: lead ideation, build a robust product portfolio and support the partner creative/production process

- Join partner and prospect meetings to help pitch ideas and contextualize platforms, as appropriate
- Collaborate with key stakeholders in Ticketing, Marketing, Merchandise, Game Presentation, D&I, and Community to generate campaigns that amplify business priorities & achieve goals
- Create compelling, culturally relevant storytelling franchises inspired by the Nets and borough of Brooklyn, that enable us to build community and drive fan loyalty
- Develop a unique approach for each platform (Twitter, FB, IG, TikTok, Snap, YouTube, Web, App) to align with all relevant content types (photo, graphics, video, audio, GIFs, animation)
- Utilize data and consumer insights to formulate a more detailed understanding of our fans and their preferences, and thoughtfully apply that knowledge to our programming strategy
- Facilitate Strategic Partnerships with leading Media, Entertainment & Technology companies
- Guide the usage of BSE affiliated talent, celebrities and influencers within content
- Serve as our Digital liaison with the NBA (league and teams) and across the industry
- Steward the implementation of processes, reporting and content management systems that streamline work efficiencies, enable resource maximization and elevate communication
- Foster a positive and collaborative culture: supervise and mentor direct reports, guide career development and ensure a focus upon department and individual goal setting

CANDIDATE PROFILE - WHO YOU ARE:

- 7-10 years of experience in social media and digital marketing; Sports, Media and Entertainment industry experience preferred
- A creative thought leader and innovator, capable of harnessing social and digital platforms to deepen relationships with audiences, acquire new consumers and further brand objectives
- Proven ability to conceptualize and execute enterprise social media strategy and campaigns
- Demonstrate intimate knowledge of new and emerging social/digital/technology platforms, content distribution channels and the production/creative development process
- A builder with the ability to scale a business and deliver upon KPIs
- Possess sharp analytical skills and leverage data to inform decision making
- Experienced working with sales organizations and supporting revenue generation
- An intellectually curious, passionate storyteller and problem solver with an entrepreneurial spirit

- Proficient in process and project management– ability to plan, organize, prioritize, build structure and execute a vision on deadline and with attention to detail
- Highly collaborative, accountable teammate with the capacity to excel in a fast-paced environment
- Skilled in establishing and growing meaningful, trust-based internal and external relationships
- An excellent written and verbal communicator (including presentation capabilities)
- Experienced in leading/developing staff, motivating a team to achieve goals and managing up
- Have significant knowledge of industry trends and best practices
- Bachelor's degree required