

Job Title: Social Media Coordinator

Reports to: Social Media Strategist

Manages People: No

FLSA Status: Non-Exempt

Revised: 3/2022



Summary

The Social Media Coordinator will serve as a social content creator and a contributor to the management and growth of the organization's social channels. This role will be responsible for maintaining an editorial calendar and executing social content that aligns with the strategic goals and objectives of PSE and various entities. *This position requires various day, evening and weekend hours including some game day responsibilities.*

Duties & Responsibilities

- Lead the creation of the social content schedule and execution for the Buffalo Bandits and day-to-day management of all social platforms.
- Assist Sabres lead social manager on game days with overall social media production, as well as practices or Sabres event coverage as requested.
- Execute and set strategy for Bills and Sabres Facebook Season Ticket Member Groups.
- Lead in strategy, service, and execution on all Highmark Stadium social media platforms, including on Buffalo Bills game days and various concert or event days.
- Act as lead in strategy and execution on all One Buffalo social platforms to create engaging content for followers while also utilizing user-generated content.
- Execute the day-to-day social content, messaging and monitoring for various PSE entities including hospitality venues, Ready 24, and other outside clients.
- Assist the social media department in tracking of sponsored content across all team social platforms.
- Lead in strategy, service, and execution for all PSE entity LinkedIn accounts, to include the Buffalo Bills and Buffalo Sabres.
- Assist in social media influencer execution across brands.
- Build and manage social content schedules to grow brands in ways meaningful on each platform.
- Source and assemble internal and external content producers from influencers to brand owners to in-house creatives to ensure content is produced according to strategy for each entity.
- Be a storyteller. Use social media to share team news, player personalities, and behind the scenes content
- Generate creative and compelling captions to increase engagement rates
- Work to create unique and innovative concepts/programs for each social platform
- Ensure all social sponsor elements are approved and delivered in acceptable time frames
- Remain current with all social media industry trends
- Maintain the upmost confidentiality
- Other tasks and projects as business dictates and requires

Minimum Qualifications for the Position:

- Bachelor's degree from an accredited college/university required
- 2-4 years of relevant social media experience
- Solid understanding of the needs for each social platform with the creativity to push those boundaries
- Working knowledge and experience with the Adobe Suite, especially Photoshop.

Critical Competencies

- Strong attention to detail, grammar and proofreading skills
- Strong time management, organizational, and problem-solving skills
- Passionate about customer experience
- Must be dependable, willing to take initiative, and adapt to a variety of situations
- Able to multi-task in a fast-paced, highly visible environment and work non-traditional hours