

With an award-winning ballpark, annually high attendance, a consistent creative marketing prowess and a commitment to our community involvement, the IronPigs are one of the most highly respected teams in Minor League Baseball. We are now looking for an enthusiastic, service-oriented, creative, and highly dedicated professional to create and oversee the development and implementation of the team's social media efforts on a variety of existing and developing platforms, all while increasing our overall culture of service within our company and brand. A visionary and strategic individual who brings a high level of proficiency in social and digital media, media relations and creative design should apply. The candidate should be able to work seamlessly with a variety of departments in a fast-paced environment and possess excellent and impeccable communication skills in all medium. **Qualified applicants should be creative, positive and possess a willingness to work non-traditional hours.

TITLE: Director, Digital Media & Communications

REPORTS TO: Sr. Director, Marketing & Entertainment

REQUIREMENTS: Minimum of three (3) years of experience in the sports or entertainment industry as a Social Media Manager or comparable position.

SALARY & BENEFITS: This is a full-time, salaried position with competitive benefits. The compensation package will be commensurate with experience.

JOB FUNCTIONS INCLUDE:

- Create and oversee the development, creation and implementation of the team's social media efforts and overall brand on a variety of existing and developing platforms (Facebook, Twitter, Instagram, TikTok, and all other relevant platforms)
- Create, oversee, and update all website content across multiple team sites, create, design e-newsletters, and the digital program Pork Illustrated.
- Facilitate outgoing marketing efforts across social media platforms
- Daily content curation and integrated postings on multiple channels.
- Oversee social media associate and social media associate program.
- Work directly with Sr. Director, Marketing & Entertainment on outbound marketing efforts, including creation and placement of digital & print advertising.
- Monetize social media efforts by using the platforms to create additional marketing and revenue opportunities.
- Develop and maintain database of online users across desired platforms.
- Tracking and reporting on metrics.
- Oversee special and unique technology-based projects as appropriate

- Aid in the creation of team publications, such as game programs, scorecards, media guide, etc.
- Aid in preparation of day-of-game press kits, stat packets, etc.
- Help maintain daily records and team statistics.
- Assist in the production of promotional and marketing materials for team use as well as team public relations campaigns
- Understand industry- and community-specific landscapes & trends. Enact plans accordingly to capitalize.
- Create, monitor, and improve all measurement metrics related to social media.
- Work directly with Sr. Director, Marketing & Entertainment on preparing and managing budgets related to social media
- Perform and work other initiatives and events as assigned. Perform other duties as assigned.

ADDITIONAL REQUIREMENTS:

- Prior experience in social media with a proven track record.
- Proficiency in Social Media marketing, Facebook, Twitter, Instagram.
- Ability to communicate credibly and effectively through all levels of an organization, and with guests.
- Excellent verbal and written communication skills.
- Ability to work with a variety of departments.
- Excellent team-oriented skills, commitment to company core values. Must be confident and energetic.
- Ability to work in a fast-paced, busy environment while maintaining the proper mental attitude and positive mindset while dealing effectively with staff and guests.
- Working knowledge of Adobe Creative Suite (Photoshop, Lightroom, Premiere, Illustrator) Microsoft Office (Word and Excel)
- Some experience in photography/videography preferred
- Quality writing skills

- Strong familiarity with baseball· Self-motivated attitude with ability to work independently with little supervision to achieve digital marketing goals during IronPigs games
- A creative mind that is willing to think outside of the box
- The ability to work long hours and weekends when necessary, including all IronPigs home games
- Bachelor's Degree in Sports Management, Marketing, Mass Media, Advertising, Public Relations or related field preferred 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. Do you have a professional portfolio or reel? If yes, please attached the link.
2. What makes you the best candidate for this position?