

# CHARLOTTE

## FOOTBALL CLUB

### Digital & Social Media Manager

Charlotte, NC, USA Req #327  
Wednesday, March 3, 2021

**Position:** Digital & Social Media Manager  
**Department:** Digital Media  
**Reporting Relationship:** Reports to the President of Business Operations  
**Status:** Full-Time (Exempt)

#### Organization

On December 17, 2019, David Pepper, through Pepper Sports and Entertainment (TSE) was awarded the 30th Major League Soccer Franchise for Charlotte and the Carolinas. TSE is now building an effective MLS organization that can help deliver success, both on the field and in the wider community. The team will play its first game in MLS in spring 2021 with all home games being played at Bank of America Stadium in uptown Charlotte.

#### Position Summary

Charlotte FC is actively seeking a creative and passionate Digital & Social Media Manager to communicate and engage with Charlotte FC supporters, our local community, and the global sporting marketplace to generate brand awareness, build brand affinity, and fuel fan engagement.

In this role, you will be responsible for implementing digital strategies, messaging and social media content planning and execution through a wide variety of platforms; using strong interpersonal skills to support collaboration and content development across diverse teams; and reviewing key performance metrics to inform creation of effective and engaging content.

The Digital and Social Media Manager will report to the President of Business Operations and collaborate with Marketing, Communications, Sales and Sponsorship teams to create content, determine which platform is best suited to each message and maintain brand consistency across platforms to achieve Charlotte FC's objectives for awareness, engagement, and revenue as well as reflect the culture of the Club and the city of Charlotte.

This unique role to help build the digital profile and presence for a major league property and establish the core identity of a major league brand from the earliest stages is a once-in-a-lifetime and career-defining opportunity. The position is based in Charlotte, NC.

### **Primary Responsibilities**

- Help establish a clearly defined "social voice and personality" for Charlotte FC digital communication strategy
- Manage and execute digital and social media strategy across diverse platforms
- Leverage research and insights to understand audiences and how best to engage them
- Collaborate with marketing and communications leaders in shaping and bringing to life the Charlotte MLS brand narrative
- Generate, edit, publish, and share engaging content daily to create fans and followers of the Charlotte MLS brand
- Communicate with followers, respond to queries in a timely manner, and monitor customer reviews
- Create and manage day-to-day and long-term editorial calendars
- Manage social media accounts' design (e.g. profile photos, headers, and timeline covers)
- Review and share analytics and insights for all social media platforms with actionable suggestions to increase growth, engagement, new followers and revenue
- Partner with leadership to understand business goals and strategies in order to produce creative ideas and content to achieve annual and long-term revenue growth targets
- Partner in creation and support of marketing campaigns to drive fan engagement and conversion

- Partner with sponsorship team to produce creative ideas and content that drives value for partners and Charlotte FC brand
- Maintain brand consistency and support brand strategy throughout all digital and social channels
- Additional related duties as assigned

### **Minimum Qualifications**

- Bachelor's degree required
- At least 3 years professional experience in digital and social media
- Hands-on experience in content management
- Excellent copywriting skills
- Experience with Adobe Creative Suite and/or working knowledge of photo and editing tools
- Must have a strong knowledge and understanding of current digital and social platforms including rules of engagement and emerging trends
- Strong knowledge of current technologies and commitment to remain up to date with industry best practices and emerging technologies
- Proficient with the English language
- Must be flexible and available to work evenings and/or weekends, nights, and holidays
- Must pass pre-employment screens

### **Preferred Qualifications**

- Bilingual in English & Spanish
- Experience working in the soccer, sports, and/or entertainment industry

### **Key Attributes**

- Ability to deliver creative content (text, image, and video)
- Enjoys clearly and concisely telling a story in an engaging way
- Continually learns new things and can think conceptually and analytically at the same time
- Possesses a passion for bringing brand strategies and stories to life and a demonstrated understanding of how to use analytical data to drive content and campaign decisions
- Has a desire to be challenged and to craft creative solutions to emerging needs

- Has the ability to develop strategy while also remaining hands-on with respect to executing strategies and performing routine tasks
- Is a mix of a problem-solving scientist and creative wordsmith/designer with a healthy understanding of diverse audiences
- Understands that the digital world never sleeps and timely messaging is essential to success
- Maintains and protects brand standards and guidelines to ensure the brand is consistently adapted across all content, corporate partner programs and guest experiences
- Efficiently streamlines the development and delivery of creative ideas to support effective marketing strategies
- Understands the need to partner with and support revenue-generating departments
- Designs compelling narratives through content creation
- Identifies challenges and develops innovative, creative solutions
- Is agile and able to respond effectively to the rapidly changing needs of a fast-paced / high-growth organization
- Works well within in a collaborative, team-driven, and goal-based environment
- Understands that crafting a great product sometimes takes long hours and doesn't always happen during the regular business day

### **Essential Functions**

- Strong work ethic and attention to detail
- Strong verbal and written communication skills with a focus on motivating and innovating
- Ability to collaborate with cross-functional teams to achieve desired outcome
- Ability to communicate effectively using a variety of media with diverse audiences
- Works well under pressure while maintaining a positive attitude
- A desire to be challenged and to craft creative solutions to emerging needs
- Strong leadership skills
- A commitment to diversity and inclusion both internally and externally
- Must be a team player, reliable, and dependable
- Ability to make sound decisions and exercise independent judgement and discretion with integrity and accountability, while working in a fast-paced, high-demand, and sometimes strenuous environment

- Demonstrated ability to meet strategic deadlines in a dynamic environment
- Must maintain complete confidentiality of privileged, and/or sensitive information
- Must, at all times, display the character and values of the Tepper Sports & Entertainment brand
- The ability to prioritize workload to manage time and tasks

**Physical Requirements**

- Sitting at desk and computer for long periods of time
- Standing for extended periods of time
- Must be able to lift 15 pounds at a time

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.