

About the Role

The Athletic is looking for a creative and analytical marketer to join our team as Director of Social Media Marketing. In this role, you will be an innovative leader responsible for developing and leading subscriber growth and engagement strategy across all The Athletic social media accounts. This position will manage a team of talented digital marketers to optimize curation & distribution of original content to subscribers and prospects. You will cultivate our brand social voice and lead creative ideation for content and community engagement. The ideal candidate is a passionate sports fan who has extensive experience with engaging a social audience with compelling content and with measuring impact of social campaigns. This role reports to the Head of Product Marketing and will be based in our San Francisco headquarters.

Responsibilities

- Lead overall social content programming strategy, including curation & distribution of articles, podcasts, and video on Twitter, Facebook, Instagram & other social networks
- Implement an experimentation framework and develop data-driven insights to optimize content delivery that drives engagement across all brand & editorial accounts
- Plan & execute innovative promotional and content-focused campaigns that educate prospects on subscription benefits & value to drive growth efforts
- Identify social strategy to launch new features, verticals, markets and editorial staff in coordination with cross-functional teams & editorial staff
- Drive awareness & adoption of existing features & content through creative social marketing efforts
- Lead creative ideation to cultivate The Athletic brand voice across all accounts and engage a community of like-minded sports fans across key accounts
- Identify new social channels and create processes for where, when and how The Athletic content can be distributed

Requirements

- 7+ years experience in social media or digital marketing
- Extensive experience with content curation & distribution via social media

- Passion for engaging a community of passionate sports fans
- Proven track record of exhibiting creativity & innovation to develop brand voice
- Exceptional analytical skills; ability to generate insights from data
- Excellent written and verbal communication skills to a variety of audiences
- Experience with managing and developing a team
- Strong understanding with The Athletic value prop & content types
- Drive to make an impact and ability to learn quickly at a fast-growing, nimble start-up
- Bachelor's degree required