



Social Media Manager

For more than 30 years, the Dallas Sidekicks has been one of the Metroplex's most successful and beloved professional sports organizations. Since the team's inaugural season in 1984, the four-time indoor soccer champion has cultivated a passionate fan base and powerful presence in soccer-crazed North Texas.

The return of the Sidekicks in 2012 after an eight-year hiatus proved that the team has staying power. The organization was able to bridge the gap between its past and present, welcoming back its die-hard fans of yesteryear while also introducing a new generation of Sidekicks fans to the fast-paced, exciting game of indoor soccer. With the recent ownership change during the 2015/2016 season, we have seen new players, a new coach and a reinvigorated team. The Sidekicks organization is well positioned to capitalize on the history of the team and the legacy of the Sidekicks name, and we are excited to take the organization to the next level in professional indoor soccer.

Responsibilities:

- Manages all Dallas Sidekicks social media platforms including content, campaigns, promotions, giveaways, and more
- Maintains and manages the strategy and brand voice across all platforms and
- Collaborates with all departments to ensure consistency and success for client needs and goals
- Concepts and implements ideas, guidelines and strategies in various social media projects and oversees them to completion
- Drives innovation that propels brand awareness through engaging and shareable content
- Leads brainstorming and creative sessions to generate ideas for social media campaigns and promotions
- Writes unique and well-crafted copy
- Creates and manages social media campaigns
- Manages content calendar and client deliverables, and meets deadlines
- Assesses effectiveness in connection to brand sentiment, customer engagement and product performance
- Analyzes data to drive decisions for social media projections
- Establishes and implements design and creative standards
- Works with leadership team to vet creative partners
- Oversees creation of work by creative partner, including all approvals

- Manages social media budget
- Additional responsibilities relevant to job role, as assigned

Requirements:

- Two+ years experience managing social media for a brand
- Strong ideation and ability to translate concepts into strategy
- Leadership and organizational skills
- Effectiveness in managing multiple campaigns and responsibilities
- Exemplary interpersonal and analytical abilities
- Ability to work with a full marketing team to implement ideas and concepts through social media

Creative skills are a bonus!

Please let us know if you are skilled in the following areas:

- Graphic design
- Photography
- Videography

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.