

Uplifting Athletes Inc.

Position Description

Title: Manager, Creative Content & Digital Strategy

Position Type: Full-time with benefits

Salary Range: \$50,000 - \$60,000 commensurate with experience

How to Apply: Please submit a cover letter, resume, and link to relevant examples of your work to Careers@UpliftingAthletes.org

Overarching Responsibility:

The Manager, Creative Content & Digital Strategy will assist in executing strategies, content and messaging for Uplifting Athletes' digital platforms, including social media, video platforms, email communications, and website (UpliftingAthletes.com), reporting directly to the General Manager.

Promote Uplifting Athletes' brand and its programs, working in conjunction with team members across the organization to capture and relay the stories of the athletes and members of the Rare Disease Community that we work with.

Lead the implementation of marketing material and advertisements for Uplifting Athletes' digital platforms and other methods of distribution through photography, graphic design and video production work.

Utilize website analytics reporting for optimizing content strategies.

Support Uplifting Athletes' efforts in new and emerging social media and networking platforms by meeting content goals across digital platforms.

Position Summary:

This position will work to build the Uplifting Athletes brand through digital strategy and content creation across social and digital platforms by sharing stories, promoting campaigns and supporting our constituents. We are looking for someone who is passionate about developing inspirational and impactful visual content by working with athletes and members of the Rare Disease Community.

Essential Duties and Responsibilities:

- Assist in the creation and organization of digital content, coordinate with other contributing team members, and distribute content and messaging for social media accounts and website, UpliftingAthletes.com. The emphasis will be placed on brand and audience building, cultivating and developing relationships with our digital audience, and revenue generation. This includes working to recognize program priorities and develop strategies to meet goals.
- Manage and optimize the growth strategies for all digital channels to increase support of the mission of Uplifting Athletes.
- Support the fulfillment of sponsored digital content inventory, planning, and messaging

- Provide event based digital media support for sports events and other important events as assigned expecting that travel will be necessary.
- Work with student-athletes and staff to provide social media best practices to meet organizational goals.
- Other duties as assigned.

Minimum Education, Knowledge and Experience:

- Undergraduate degree in a related field (communications, journalism, advertising, marketing, sport management, etc.)
- 1-2 years professional and/or student experience in a related field.
- Working knowledge of NCAA and Professional Sports, preferred.
- Experience working with universities and/or student-athletes, preferred.
- A passion to help the Rare Disease Community.

Qualifications, Skills and Abilities:

- Adobe Creative Cloud Suite, particularly Photoshop and Premiere.
- Major social media platforms: Instagram, Facebook, LinkedIn, Twitter, Snapchat and TikTok as appropriate.
- Availability to travel for Uplifting Athletes events, programming and conferences.
- Experience implementing branding and marketing online campaigns.
- Experience with social media communications in a collegiate environment.
- Demonstrated motions graphics/photography experience.
- Ability to handle confidential and sensitive information.
- Demonstrated creative mindset with a passion about excellent creative execution.
- Strong design style, including creative design solutions.
- Ability to take constructive input/critique from others.
- Ability to manage multiple collaborative projects and systems in a fast-paced environment.
- Strong interpersonal, oral, and written communication skills.
- Excellent organizational skills and the ability to work efficiently, independently and as a member of a team.

The statements herein are intended to describe the general nature and level of work being performed. These statements are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required by personnel so classified. Other duties may be assigned.

Uplifting Athletes is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.