

## Social Media Manager Application

She Plays is looking for an experienced and creative Social Media Manager to join our team! This position will be responsible for creating, scheduling and promoting photos and videos for our social media channels. As social media continues to be a crucial way to communicate our message and drive attention to women's sports, your position will play an important role in our She Plays' future.

### Requirements

- Passion for women's sports and familiarity with She Plays
- Oversee day-to-day management of campaigns and ensure brand consistency
- Work with leadership team to create and implement social media strategies monthly
- Create actionable plans to grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube and LinkedIn
- Track progress on all platforms by using tools such as Agorapulse, Google Analytics, etc.
- Work with our creative teammates
- Regularly collaborate with marketing team
- Follow the company's brand guidelines
- Help develop an overall social media messaging strategy
- Great communication skills and comfort with remote work
- Solid experience with digital technology and photo/video editing software (e.g. Photoshop, Canva, Premiere, After Effects, Spark)
- General knowledge of SEO
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention

### To Apply

Email [ashley@she-plays.com](mailto:ashley@she-plays.com) and include the following:

- Cover letter detailing your interest in the position and talking about the type of stories you'd like to tell
- Resume of relevant experience
- Two social media campaign samples

*Please note that this is a remote, part time position. Small monthly stipend.*

**If you have any questions about the position or application process, please email [ashley@she-plays.com](mailto:ashley@she-plays.com). If you feel you are a good fit for She Plays but have reservations about your qualifications, we encourage you to apply anyway and explain why you believe you're a good fit in your cover letter.**