



MANAGER, Communications and Digital Marketing - 2022 Indy College Football Playoff, Inc. Indianapolis, IN

Position Overview

Manager, Communications and Digital Marketing will oversee communications development, planning, and execution of the 2022 College Football Playoff National Championship including content strategy, social media, and engagement/promotions.

This is a full-time, temporary position with an expected end date of February 2022.

General Responsibilities (includes but not limited to)

- Serve as key staff liaison and supporting role to the Marketing and Communications division of the Host Committee including marketing, media services, public relations, and statewide outreach, as well as interface with business communications.
- Work cooperatively with Host Committee Leadership on specifically assigned committees to develop a media content plan to include social media calendar, website updates, and additional content across all other committees.

Content Strategy

- Develop goals, objectives, and master content timelines to support Host Committee functions.
- Produce and publish content, write, edit and proofread website content via the internal CMS development platform.

Social Media

- Manage the ideation, planning, execution, and reporting for all social platforms owned by the Host Committee.
- Work with assigned committees to strategize and execute supporting campaign objectives (Marketing, Media & Public Relations, Community Engagement, etc.)
- Create organic (unpaid) posts directing back to 2022 Indy College Football Playoff, Inc. online properties for Facebook, Twitter, LinkedIn, and Instagram (other).
- Capture relevant videos and images and engage with influencers on various social platforms.
- Develop, execute, and maintain 2022 Indy College Football Playoff's forward-looking social posting calendars.
- Represent 2022 Indy College Football Playoff, Inc. as the social media spokesperson on behalf of 2022 Indy College Football Playoff's social media platforms, responding to user questions and interactions – both during and outside offices hours.
- Provide expertise to 2022 Indy College Football Playoff staff by educating and training on social media best practices, capabilities, and restrictions.
- Work with both Visit Indy and College Football Playoff National creative and editorial services to manage the development and production of engaging digital media from concept to execution (photos, videos, charts, graphics, illustrations, etc.)
- Represent 2022 Indy College Football Playoff and attend events throughout the city to generate content on 2022 Indy College Football Playoff's social channels.
- Build, maintain, and nurture strong social media communities throughout Indy while representing 2022 Indy College Football Playoff.

Engagement and Promotions

- Establish and create prize packages for social and e-mail promotions.
- Manage contests by creating landing pages, promotion execution, and prize delivery.
- Use data to track, forecast, analyze and report social metrics across all social media.
- Acquire user-generated content via Crowdriff for repurposing.
- Curate live Crowdriff galleries on IndyFootball2022.com with timely images.
- Manage media work room volunteers and services.
- Coordinate after action report and post-event presentation.
- Other duties as requested.

Qualifications

- Bachelor's Degree in marketing, PR, communications, or a related field.
- Minimum of 3-5+ years of experience managing social platforms, calendars, and interdepartmental relationships for daily digital media publishing.
- Management experience including interns and/or volunteers.
- Skilled with attention to detail and creativity.
- Demonstrated knowledge of Indianapolis area business and civic community.
- Team-work oriented philosophy.
- Self-motivated and enthusiastic.
- Excellent organizational skills and attention to detail.
- Flexibility to work event hours as needed Ability to work a flexible work schedule, which may include nights, weekends, and holidays.

Required Skills

- Ability to establish and maintain effective working relationships with colleagues, clients, committee members and public.
- Excellent verbal/written communication, editing, and interpersonal skills; strong customer service abilities.
- Ability to focus on details, handle multiple tasks, and remain highly organized in a fast-paced environment.
- Project Management experience – successful in meeting deadlines, organizing information, and managing simultaneous projects.
- Ability to make recommendations to effectively solve problems, using judgment consistent with standards, practices, policies, and procedures.
- Ability to interact with a variety of customers, employees, vendors, partners and the general public, both on a one-on-one basis and in groups; must be a team-player.
- Ability to write reports, correspondence, policies and procedures, and other business-related communications.
- Ability to think critically/logically in order to troubleshoot and make recommendations for problems as identified.
- Proficient computer skills, including a working knowledge of Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Internet browsers, and e-mail systems.
- Ability to take initiative and work independently.
- Ability to be adaptable, flexible, and to handle multiple tasks simultaneously.

To apply, please submit the following by February 1 to CFPjobs@IndianaSportsCorp.org

- Letter of Application
- Resumé
- Professional writing sample