



Social Media Coordinator

Since 1984, San Antonio Sports has put San Antonio on the global stage. From NCAA Championships to the Rock 'n' Roll San Antonio Marathon, the premier events we've host have delivered more than \$1 billion for our local economy.

But we are not just about big games. We are a nonprofit organization that works every day to transform our community through the power of sport. San Antonio Sports recognizes the link between healthy bodies and healthy minds and works to provide sports and fitness programs that inspire individuals to live active, healthy lives.

San Antonio Sports new signature community program, Activate, formerly Fit Family Challenge (FFC), is a holistic wellness program that focuses on providing FREE opportunities to activate the mind-body connection. With a program rebrand launching in January 2024, this position would be an integral piece of a team that provides free weekly fitness classes, wellness seminars, and 5K runs throughout the year to encourage play, exercise, and healthy habits in our community.

San Antonio Sports (SAS) is seeking a hardworking, team-oriented individual to join the community engagement department as a seasonal Social Media Coordinator. The ideal candidate will be a highly detailed individual with strong written and verbal communication skills, all social media platforms and the ability to function well in a team environment. Experience with graphic design and multimedia production is advantageous.

The person in this position should expect to spend 50% of time in the office and 50% of time capturing content at assigned weekly fitness sites. As a Social Media Coordinator, you will create and implement social media content and marketing strategies across various channels, engage with online communities, coordinate partnerships with influencers, maintain a content calendar, and analyze performance metrics.

For more information about San Antonio Sports, please visit www.sanantoniosports.org

DUTIES AND RESPONSIBILITIES:

- Create engaging content across various social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and TikTok to increase brand visibility, engagement, and community growth.
- Create and manage the social media calendar, bi-weekly newsletter, and any day-to-day communication needs.
- Create content that promotes audience presence and drives traffic to direct websites and encourages audience engagement.

- Foster and grow our online community by actively engaging with followers and participants. Respond to comments, messages, and reviews in a positive and timely manner, building a strong brand-program relationship.
- Coordinate with program director to meet all social media related sponsor fulfillment.
- Stay up to date with all elements of the program and events and prepare detailed weekly updates for staff.
- Assist with administrative functions as needed.
- Other duties/tasks as assigned.

QUALIFICATIONS:

- Social Media Content Creation and Social Media Marketing skills
- Currently pursuing or completed a bachelor's degree in marketing, journalism, communications or related field
- Must have the ability to work evening and weekend hours.
- Must have reliable transportation to travel to the SAS office and event locations.
- Fluency in Spanish is appreciated.
- Understanding of digital and social media trends, platforms, and marketing strategies.
- Experience with graphic design and/or video editing is a plus

HOURS:

This is a temporary position with 15-20 hours per week from January – November.

APPLICATION PROCESS:

Please submit the following (via email) to stovar@sanantoniosports.org

- Resume + References
- Letter of interest/cover letter

Qualified applicants will be contacted to schedule an interview.