

SOCIAL MEDIA & CONTENT COORDINATOR

About San Antonio Sports

Since 1984, San Antonio Sports has served as the city's nonprofit sports commission, elevating San Antonio on the global stage through premier sporting events and impactful community programs. From NCAA Championships to the San Antonio Marathon, San Antonio Sports has generated more than \$1.5 billion in economic impact while transforming our community through the power of sport.

About the Role

San Antonio Sports (SAS) is seeking a creative, organized and team-oriented individual to join our Marketing team as a **Social Media & Content Coordinator**. This position plays an important role in bringing the San Antonio Sports mission to life through engaging, timely and authentic content.

The Social Media & Content Coordinator will support content planning and manage the day-to-day execution of social media across San Antonio Sports events, programs and initiatives, including the San Antonio Marathon and hosted sporting events. The ideal candidate is equal parts **content creator and organizer** — someone who can maintain a well-planned content calendar while also recognizing when a great story is happening and quickly turning it into compelling content. This is a full-time, non-exempt hourly position.

Key Responsibilities

Content Creation & Storytelling

- Develop content designed to increase awareness, engagement, event participation, registrations and traffic to San Antonio Sports digital platforms.
- Create, capture and edit high-quality photos and short-form video content at San Antonio Sports programs, events, community activations and other organizational initiatives.
- Create simple or template-based graphics when quick-turnaround social content is needed, working within established brand guidelines.
- Assist with real-time and live event coverage, including Stories, photography, short-form video and other social updates.

Content Planning & Social Media Management

- Support the development, organization and maintenance of the San Antonio Sports social media content calendar across programs, events and organizational initiatives.
- Schedule and publish content across social platforms including emerging channels.
- Write engaging social media copy and adapt messaging, tone and format for different platforms and audiences.
- Help ensure content is timely, accurate, on-brand, and aligned with organizational marketing priorities.
- Coordinate with the Marketing & Communications team and program staff to identify upcoming content needs, deadlines, events, and storytelling opportunities.
- Monitor comments, direct messages, tags, mentions and relevant conversations and respond in a positive, timely, and appropriate manner.
- Identify user-generated content and opportunities to amplify community stories and conversations.
- Stay current on social media trends, platform updates, content formats and emerging opportunities and recommend ways San Antonio Sports can use them effectively.

Content Organization & Asset Management

- Maintain and organize San Antonio Sports' photo and video library so content can be easily located and repurposed across campaigns and programs.

Qualifications

- Bachelor's degree in marketing, communications, journalism, digital media or a related field preferred; equivalent relevant experience will also be considered.
- Demonstrated experience creating, scheduling, publishing and reporting content for social media platforms.
- Strong writing, copywriting, and proofreading skills.
- Experience capturing and editing quality photos and short-form video content.
- Experience with Canva, Adobe Creative Suite or similar design and editing tools is preferred.

Additional Requirements

- Ability to work evenings and weekends based on event schedules.



- Perform other duties and responsibilities as assigned.
- Role is based at the Alamodome, located at 100 Montana St., San Antonio, Texas.
- Pay Range \$21-22 per hour (\$42,000 - \$45,000 annually) + overtime as approved.

To Apply: Complete [this form](#) and follow all directions. Qualified applicants will be contacted to schedule an interview.

To learn more about San Antonio Sports, visit sanantoniosports.org