



Social Media Manager Job Description

At USA Gymnastics (USAG), our mission is to build a community and culture of health, safety, and excellence, where athletes can thrive in sport and in life. We are focused on creating an athlete-centric organization and are guided by our new organizational values: Safety, Accountability, Integrity, Transparency, and Listening. As part of making safety our highest value, it is part of everyone's role in the organization to prioritize the protection of members, particularly minor athletes, from harm.

Summary Description

The Social Media Manager will report to the Chief Communications & Marketing Officer and work closely with all members of the Communications and Content teams to create and execute a social media strategy across all of USA Gymnastics' platforms. The Social Media Manager also will work with our Marketing, Membership and Program teams to celebrate our athletes and community and serve our entire membership by providing direct communications support for the organization's member services team.

Specific duties and responsibilities include

- Drive social content strategy and execution for all of USA Gymnastics' platforms that reflects our mission and values and the commitment to athlete-centricity
- Create unique and compelling content to help foster meaningful connections with followers
- Implement a consistent look, feel and brand voice in all social media platforms
- Engage in topics of discussion on social media as appropriate
- Manage the company's social media channels and editorial calendar to ensure content is timely, relevant, and engaging
- Identify ways to promote National Team athletes and support their individual brand growth
- Seek to celebrate and highlight a diverse array of community members across all disciplines of the sport and at all levels, including athletes, coaches, club owners, judges, and volunteers
- Work with our creative and communications teams to ensure consistent branding and strategic messaging; identify opportunities to collaborate on cross-functional projects
- Work with our partnerships team to deliver partner activation
- Collaborate with the membership team on regular member communications, including posts for the Member Services Facebook page, newsletters, and email blasts
- At our national-level events, use social media to engage our community and celebrate athletes
- Manage and report on social media metrics across all platforms; master social media reporting tools and leverage to hone strategy
- Maintain knowledge of new social media trends and industry best practices and adapt accordingly
- Monitor media mentions and relevant social media conversations and use keen judgment in advising how and when to respond and engage most effectively
- Use data insights to help shape strategy and guide opportunities for building additional awareness and growth in the sport
- Other duties as assigned

Requirements

- 2-4 years experience in social media, including strategy, execution and reporting
- Extensive experience providing content for media, website, social media
- Experience with social storytelling and incorporating brand voice
- Strong written and verbal communication skills; excellent copywriting skills
- Basic video and photo editing skills, including Adobe Creative Suite experience a plus
- Working knowledge of Microsoft Outlook, Word, Excel, and PowerPoint
- Demonstrated ability to work well with all functional units of an organization
- Cultural and global awareness

Competencies

- Ability to work as part of a team and to tackle problems effectively and independently in a fast-paced environment
- Ability to pro-actively problem solve
- Ability to maintain a positive “can do” attitude under stress
- Ability and willingness to travel and work weekends/holidays
- Ability to multi-task; take initiative; be deadline-oriented; maintain confidentiality and work both as part of a team and independently
- Experience with gymnastics preferred

Education and Experience

- Bachelor’s degree, with a relevant field of study and/or work/internship experience
- Minimum 2-4 years working in social media

Other Information

- Position is located in Indianapolis, Indiana
- Salary and benefits commensurate with experience
- Weekend work and extensive travel at times are required

To apply, email resume and cover letter to recruiting@usagym.org and reference this position in the subject line.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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