



Director of Social Media Duties

Position Title Director of Social Media

Position Length of Term 1 Year

Position Overview

Reporting to the Executive Director and Board of Directors. The Director of Social Media role is responsible for developing and executing overall strategy for social media and digital marketing efforts for RoughRiders Hockey Club. It is an opportunity for the right individual to have an impact on the brand through progressive marketing strategies across all digital media. Highlight specific events including, but not limited to, upcoming programming, special announcements, and team/program specific material.

ESSENTIAL DUTIES/RESPONSIBILITIES: (including, but not limited to)

- Track and monitor the success of online initiatives and report them to key staff members.
- Support Executive Director in executing marketing plans and promotions.
- Identify and report on digital and social media trends.
- Maintain institutional marketing campaign press as well as monitor and maintain all digital media outlets.
- Stay current on all social media developments and best practices.
- Basic graphic design work.

REQUIREMENTS:

- Social Media and Public Relations skills.
- Knowledge of online technology, particularly including blogs, social networks, virtual worlds, wiki's, mobile and other emerging trends - including but not limited to Facebook, Twitter, and Instagram.
- Superior knowledge of Social Media landscapes, networks, toolsets
- Strong communication, research, presentation, and creative skills.
- Passion for new media that will be infectious followers and staff alike.
- Simple graphic editing and or video making.
- Must be creative and be able to think outside of the box.
- Strong communication skills and writing ability
- Good interpersonal skills to interact with member inquiries
- Organized and detail oriented
- Friendly and sociable to serve as RRHC host

Other Skills and Abilities

- Ability to adapt to changing situations
- Ability to solve conflicts quickly and efficiently