



Social Media Manager

Are you a creative Social Media Specialist and basketball enthusiast who loves to work on exhilarating campaigns? Do you have a knack for producing engaging content and understand how to capture mass audiences? Do you want to work for one of the most well-known basketball event operators? If so then, this is the role for you! This full-time role will provide day-to-day community management of PQSports social channels (Instagram, Facebook, Twitter, TikTok) and will drive growth through localized content and engage new, casual, and hardcore fans. This role calls for someone who can work evenings and weekends to report on live PQSports events and games.

Major Responsibilities:

- Posting across the PQSports social media accounts (Instagram, Facebook, Twitter, TikTok) and paid social accounts
- Protecting the PQSports brand and ensure the voice of the accounts is 100% positive, authentic to PQSports and promotes inclusion
- Work alongside members of the Marketing & Graphics PQSports team on building out authentic social content strategy that's relevant to the basketball market space
- Work closely with the PQSports Marketing team to ensure all platforms are busy and engaging and key events are expertly covered with high quality content
- Collaborate with the PQSports Marketing & Fan Engagement team on daily, weekly, and monthly campaigns
- Manage daily, weekly, and monthly social media content calendar
- Closely monitor all social media activity relating to all things PQSports (teams, players, and staff)
- Help promote the club's activities, content and commercial messaging for distribution

Required Skills/Knowledge:



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- Strong creative mindset, including the ability to consistently develop new ideas
- Strong coordination skills, able to demonstrate experience managing and handling large scale content plans and schedules
- Expert knowledge of social media branding, engagement, and basketball
- Sound judgement as you will be representing the voice of PQSports
- Experienced admin user of all major social media platforms (Facebook, Twitter, Instagram, TikTok), and key understanding of what content works for each platform
- Proficient in using photo manipulation software - Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Affinity Designer, Canva, & etc.
- 2 years' experience working in social media and managing channels
- Experience in building and engaging existing communities as well as attracting new consumers
- Understanding of video editing software - e.g. Adobe Premiere Pro, Final Cut
- Demonstrated ability to work as a member of a team
- Highly organized and detail-oriented

Applicant Information: Please email resumes to pqsportshoops@gmail.com