



### **Responsibilities Role Purpose for PLLAY Social Media Manager**

The Social Media Manager is an integral member of the PLLAY Labs digital content team, whose focus is to increase traffic/downloads to our PLLAY mobile app and social channel platforms while increasing loyalty with our fans.

Reporting to the Director, Digital Content, the Social Media Manager is responsible for distribution and packaging of all PLLAY content across social platforms. This position also oversees a team of creators who create multi-platform content with a social theme. This role works closely with the rest of the PLLAY content team across video, written content, linear programming and live event production.

The perfect candidate for the role will have experience working well across departments.

Responsibilities:

- Manage PLLAY social accounts (Twitter, Facebook, Instagram, and anywhere our audience goes), with an eye toward increasing site referral traffic and fan engagement
- Create and oversee content creation for website, app consumption that will drive social conversation around esports and general gaming culture, fashion, music and overall entertainment.
- Distribute network's digital and linear content across social media platforms in a compelling, consistent manner to promote and deliver traffic and viewership to other network platforms
- Lead the content team on all things involving multi-platform story distribution and packaging
- Assist and train talent and other content team members on social media best practices
- Develop methods to integrate social media content with the network's digital and linear properties, including live game programming
- Monitor and track performance of all PLLAY content performance on social platforms
- Work with marketing, communications and sales departments to ensure consistent branding and messaging and to achieve promotional and sales objectives.
- Research new technology, tools and trends to consistently enhance social media effectiveness

Qualifications/Requirements Basic Qualifications -- You must be being immersed in all things culture and want to continuously evolve into a better social media guru with a love for sports, esports, music and cultural fashion.

We also need you to have:

- BA/BS in journalism, communications or related field, or equivalent work experience
- 2-4 years of a proven track record managing social media accounts for a major brand
- Experience managing employees or leading the work effort of other team members
- Incredible attention to detail and intolerance for errors, especially in a high-paced, pressure packed environment
- Unrivaled knowledge of the NFL, NBA, MLS and e-sports environment, including the fan conversation
- Extensive understanding of social platforms: Facebook, Twitter, Instagram and any emerging platforms
- Experience with photo editing, social graphics and photography
- Experience with SEO and story distribution on non-social platforms is a plus

#### Eligibility Requirements

- Interested candidate must submit a resume/CV through email at [info@pplay.me](mailto:info@pplay.me) to be considered
- Must be willing to work in Philadelphia, PA
- Must have unrestricted work authorization to work in the United States
- Must be 18 years or older
- It is the policy of PLLAY Labs, Inc. to consider all qualified applicants for employment without regard to race, color, religion, national origin, sex (including pregnancy) sexual orientation, age, disability, veteran status or other characteristics protected by law.