



17 TOURNAMENTS



17 BASEBALL



17 SOFTBALL



## **Social Media Coordinator Job Description**

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### **Overview:**

We're looking for a creative, energetic and driven Social Media Coordinator to join the Sports Fields Inc. team and help bring our vision of "SPORTS. FAMILY. FUN." to life for our guests and in our marketing presence within the Sports Force Parks and 17 Tournaments brands. Day-to-day tasks will concentrate primarily on social and digital media but will also include other marketing-related assignments such as: assistance in creating advertising campaigns, provide support in planning trade shows and preparing monthly/annual analytics reports.

The person in this position will use their creativity and ability to think outside the box to gain attention and grow audiences for Sports Force Parks and 17 Tournaments via social media and digital marketing campaigns in local and national markets.

### **Responsibilities:**

- Develop newsletters, email blasts, social media campaigns for Sports Force Parks and 17 Tournaments brands
- Contribute to marketing and creative brainstorm initiatives
- Identify and propose internal/external ideas and initiatives to help promote general awareness of Sports Force Parks and 17 Tournaments brands
- Research social media trends and provide suggestions on how to improve our efforts for Sports Force Parks and 17 Tournaments brands
- Social media administration (i.e. planning, posting, coordinating contests, tracking account growth, sponsor tracking, etc.)
- Email marketing assistance to promote products and create event awareness
- Provide assistance with website updates and maintenance for Sports Force Parks and 17 Tournaments
- Build brand awareness by working with Brand Communications Manager and in-house graphic designer to create company ads and promotional materials
- Other tasks as assigned by corporate Brand Communications Manager

### **Qualifications:**

- Bachelor's degree and preferably studied Marketing, Public Relations or Communications with an emphasis on Digital and Social Media Communications/Marketing
- 2-3 years of experience within the digital and social media industry
- Excellent written and verbal communication skills

- Knowledge of all social networking platforms and experience in social media strategy development, posting, advertising and analytics (i.e. previous employment, college classes, internships, etc.)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Proactive nature
- Creative thinker
- Ability to manage multiple projects at once
- Responsible, punctual and strong work ethic
- Ability to work weekends and travel when needed

**Additional Skills:**

- Video production (iMovie or Premier Pro preferred), Google Analytics, Google Ads and Facebook/Instagram advertising experience is a plus
- GIF and motion graphic design abilities is a plus
- Although not required, a love and understanding of sports is preferred

**Job Location:** This position is in the Atlanta, GA area (Canton, GA)

**Position Type:** Full-Time/Salary

**To Apply:** Send resume and cover letter to Jill Frischmann at [jill@fields-inc.com](mailto:jill@fields-inc.com)