



Social Media & Marketing Manager(s)

The Social Media & Marketing Manager(s) communicates frequently with Monarchs Staff, the team, and other parties to gather information to inform the organizational social media and/or marketing strategy. The SMMmanager(s) are responsible for developing and implementing strategies for communication and associated content design for social media accounts, newsletters/emails, website, webstore, and other promotional content as needed/requested. The SMM manager(s) will work with other Monarchs Staff as needed to support and/or request resources to foster partnerships, team involvement in outreach activities and general public relations. This position reports to the Executive Director / Board of Directors.

Responsibilities:

- Social Media Manager will be primarily responsible for planning, implementing and monitoring our social media strategy in order to increase team awareness and reach, and further the team mission
- The Social Media & Marketing Manager(s) coordinate with all design and content producers including graphic designers, photographers, and videographers to acquire content needed for social media accounts, website, and other promotional content
- Run all social media accounts and website as necessary to share game promotion, community events, team fundraisers, highlights and photos, etc.
- Represent team and league sponsors on all accounts and direct the team on representing our sponsors in other ways
- Reaching out to other ultimate frisbee teams and associations in the community to share content and messages
- Sharing information with media and print outlets in Milwaukee to spread reach beyond the ultimate community
- Running live-tweeting during home games or finding appropriate fill-in to run live-tweeting if also a player
- May participate in other Monarchs events and outreach activities as needed/requested

This position cannot be a player.