

FC Brighton

Social Media Coordinator

SUMMARY

The Social Media Coordinator supports FC Brighton's marketing objectives by overseeing content creation, social platforms, and paid social media advertising campaigns. In addition, this role will act as the primary photographer for the club. The Social Media Coordinator reports to the Director of Operations and works collaboratively with the Board Marketing Committee to plan social media content and marketing efforts that will promote various programs and initiatives of FC Brighton. This is an entry level, part-time/seasonal role.

DUTIES AND RESPONSIBILITIES

Social Media

- Implement strategy and content calendars for FC Brighton's social media channels including Instagram, Facebook, and others as assigned.
- Develop creative content and copy for social media platforms.
- Oversee the organizing and cataloging of all social media assets, including photos/videos, content assets and ads.
- Track and report analytics for social media channels.
- Maintain content calendar and/or project management system.

Paid Social Advertising Campaigns

- Implement seasonal paid social advertising campaigns on Instagram, Facebook, and others as assigned (approximately 3 campaigns annually focused on player recruitment).
- Develop creative content for ad campaigns.
- Monitor advertising campaign budget.
- Track and report analytics for paid social campaigns.

Photography

- Capture photos during soccer games that meet the photo style guides provided by FC Brighton.
- Edit photos for use in social media and other marketing assets.
- Store and catalog photo files in a shared drive owned by FC Brighton.

QUALIFICATIONS

- Experience managing social media channels and generating creative content from ideation to execution, preferably for a professional organization.

- Ability to understand and apply basic principles of visual design, camera operation, and lighting to produce high-quality images.
- Experience in Adobe Creative Suite, Canva, or similar design program(s).
- Ability to consistently deliver high-quality work with excellent attention to detail
- Ability to organize and prioritize multiple projects and meet deadlines.
- Excellent verbal and written communication skills.
- Self-driven, team player who takes initiative.
- Ability to work weekends and evenings as necessary during soccer seasons.
- Must provide and use own professional photography equipment, including cameras, lenses, lighting, and any other necessary gear to deliver high-quality images.
- Must be able to pass a background check.

PREFERRED SKILLS & ABILITIES

- Knowledge of soccer and/or other youth sports.
- Prior experience or coursework in marketing, communications, or other related fields.
- Professional photography and videography experience is a plus.
- Experience in growing social media audiences.

COMPENSATION

This role is seasonal, part-time according to the following schedule.

- ***In-Season***
 - \$900 / month
 - Fall: August - October
 - Spring: March - May
- ***Off-Season***
 - \$200 / month
 - Winter: November - February
 - Summer: June-July