



## **Position: Social Media Coordinator / Manager**

### **Description**

We are looking for a social media and college sports-obsessed individual to join our team to create daily social content for our collective handles. The ideal candidate is someone who has experience creating sports social content across all the major platforms and who is proactive, full of ideas and truly understands the internet and the right stories to tell.

### **Key Responsibilities**

- Manage, ideate and program for SANIL's collective social media channels on Twitter, Instagram, TikTok, YouTube, YouTube shorts, and Facebook.
- Grow SANIL's social handles via content and community building and proactively pitch opportunities for growth.
- Post breaking news, UGC and original content around live events and sports news on multiple social platforms
- Work alongside third-partner agency to execute social media marketing campaigns
- Leverage forecasted and real-time insights across social and digital channels to inform deployment of campaigns against KPIs focused on collective member lead generation and new member conversion
- Stay up to date on current industry trends, evolving strategies and works constantly with editorial and video teams on ensuring all types of social content are following current best practices
- Work in lockstep with SANIL's creative team to build out proactive and on-the-fly static and video content

### **Requirements**

- Experience programming social content or "owning" a social account preferably in college sports
- A team player and go-getter who can multitask, stay cool under pressure and work across multiple groups to partner and collaborate on multiple initiatives
- Someone who enjoys engaging with a social audience and loves to build the conversation around sports content

If you have a strong passion for sports and social media, we encourage you to apply for this exciting opportunity to work with a dynamic and creative team at SANIL. Send your resume and portfolio to [Jason@studentathletenil.com](mailto:Jason@studentathletenil.com)

### **About Student Athlete NIL**

Student-Athlete NIL (SANIL) is an agency of record for over 30 NIL Collectives. SANIL believes that high-quality student-athlete NIL opportunities can be delivered in a sustainable manner that provides immense value to fans and businesses.