



USTA Texas Employment Opportunity Notice

SOCIAL MEDIA COORDINATOR

Department: Marketing

Reports to: Director of Marketing

JOB SUMMARY

USTA Texas is searching for a **part-time Social Media Coordinator** to manage our social media programs and properties, and to assist the USTA Texas Marketing Department with the strategic implementation of all marketing and communication efforts regarding USTA Texas programs, sponsors, section web and social media channels. The Social Media Coordinator will work with direction on national and section partnerships to provide activation, content and services related to USTA Texas' advanced and social media communications; to ensure the best possible experience for USTA Texas audiences.

ESSENTIAL JOB FUNCTIONS

Ideal Social Media Coordinator candidate will be an expert on all social media channels such as Facebook, YouTube, Twitter, Instagram, etc. Candidate must also be creative, innovative, and possess excellent writing and communication skills.

Produce content for all social media accounts, leveraging photos and video to create engagement and sharing. Maintain a robust online community with an active voice of the USTA Texas brand and participate in dialogue when appropriate.

Must be able to create and execute a focused and strategic social media plan for marketing, membership and communication campaigns that will report and produce both short term and long term results.

Make recommendations and implement the use of current and future bilingual social media channels.

Assist in the management, monitoring and editing of USTA Texas website content by using content management system. Produce visual elements and graphics for USTA Texas online properties.

Identify new opportunities to continually improve the social media presence to engage supporters and volunteers online and to nurture them into membership.

Work with Communications Manager as needed to produce creative to use in campaigns along with contributing to posts on industry and section related events and news.

Assist with sponsorship activations and potential programs including membership campaigns and analytics.

Perform any other duties designated by the marketing department and serve as a representative for USTA Texas online and in the Texas tennis community.

Travel and attend USTA Texas meetings, events, and other regional, statewide and national meetings as needed or required.

QUALIFICATIONS

Degree in Advertising, Marketing, Communications, Journalism or related field and work experiences.

1-3 years of social media management, website management or implementation experience with multiple content systems (YouTube, Twitter, Facebook and Hootsuite, blogs and mobile apps) while keeping inline with best practices.

Proficient in Adobe Creative Suites (InDesign, Photoshop and Illustrator) and other associated publishing programs such as Office and content management systems.

Experience with photography and video production editing along with basic video shooting, editing and online publishing.

Excellent writing, copy editing and verbal skills. (AP Style preferred).

Highly organized, detailed oriented, team player, creative thinker, independent and proactive worker with excellent judgment. Customer service friendly and professional.

Bilingual (Spanish) desired.

Salary Range: \$20,000-\$25,000

For more information please contact **Stephanie Arena** at **(512) 443-1334 ext. 206**

Send all resumes and salary requirements by **April 27, 2015** to:

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