

# True North Sports + Entertainment is looking for a social media savvy individual to join our team.

Reporting to the Director, Digital & Marketing Services, the **Manager, Social Media** will be responsible for supporting the Winnipeg Jets and TNSE social media initiatives through strategic planning, execution, and measurement.

## What to be excited for in this role:

- Oversee and contribute content to all social media platforms including Facebook, Twitter, Instagram, Snapchat, YouTube, etc.
- Stay up to date on trends in order to create strategies, concepts and content that grow our social media following and reach.
- Help guide and determine organizational “voice” on social networking platforms keeping followers engaged and up to date with relevant content.
- Create unique and innovative concepts and content for social platforms as they relate to game days, non-game days, community events, press conferences and offseason strategies.
- Assist administrators in creating and ensuring a consistent, brand oriented theme for our 50+ social media accounts.
- Collaborate with a variety of diverse departments within True North to create and execute social media marketing, promotional and sponsor-related campaigns as needed.
- Support all digital content and projects, including the mobile app, websites, mass email etc.
- Analyze social media data to determine success rates of different strategies and content, and communicate findings to relevant departments.

## What we need from you:

- Combination of education and relevant experience with an emphasis on marketing and social media.
- Extensive knowledge on all social media platforms and trends, including live streaming.
- Must have a passion for hockey and knowledge of the game. An understanding of the NHL and AHL will be considered an asset.
- Flexibility and availability to work long hours, evenings, weekends as necessary. Will need to be present at Winnipeg Jets home games.
- Excellent creative writing, communication and proof reading skills.
- Excellent organizational and time management skills with superior attention to detail.
- Adaptability to a fast-paced environment involving simultaneous projects and stakeholders.
- Project a professional image in all interactions with external and internal stakeholders.

To apply for this position please email your resume and cover letter, including salary expectations (in PDF format as one document) to [hr@tnse.com](mailto:hr@tnse.com). Please include **Manager, Social Media** in the subject line.

Closing date: Sunday, July 23 2017.



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**TrueNorth**  
SPORTS + ENTERTAINMENT