

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

The **Manager, Social Media** will be responsible for managing the Winnipeg Jets and TNSE social media initiatives through strategic planning, implementation, and measurement.

What to be excited for in this role:

- Lead the management of day-to-day social content programming across various organizational social media platforms including Facebook, Twitter, Instagram, Snapchat, YouTube, TikTok, etc.
- Develop social media campaigns to support marketing, community events, corporate partnerships, and other initiatives.
- Write compelling, engaging, timely and on-brand copy for social media posts across platforms with goal of further solidifying unique brand voice.
- Stay up to date on the latest industry trends and behaviors – both inside and outside of sports - and apply insights into creative and strategic approach.
- Work closely with the Coordinator, Social Media and Producer, Digital Media to develop creative social content and ideas that drive engagement or traffic to club-owned digital assets, raise awareness for events or support various brand initiatives.
- Help guide organizational “voice” on social platforms keeping fans up to date with relevant content; monitor such platforms for timely topics and sentiment analysis.
- Compile social analytics reporting and providing insights on performance of Winnipeg Jets social media content.
- Work with the Guest Services team, monitoring and responding to social media complaints, compliments and suggestions on game day and other events including reporting on any trending topics.
- Other duties as assigned.

What we need from you:

- Bachelor’s Degree or Graduate program in Marketing, Business, Communications, or related field required.
- 3-5 years’ experience in Social Media, Digital Media, Digital Marketing, or a related field.
- Proficiency in all Microsoft Office applications and Adobe Photoshop.
- Professional experience using a social media management platform preferred.
- Photography or Video skills is an asset.

WE ARE TRUE NORTH.

We thank all that apply, however, only those selected for an interview will be contacted. No phone calls please.

- Excellent creative writing, communication, proof-reading, organizational and time management skills with superior attention to detail.
- Strong visual eye for social media graphics, photography, videos, copy, etc.
- Strong understanding of social media best practices, social platforms, and different ways to utilize those platforms to engage fans and build a community.
- Understanding of hockey, the NHL, hockey culture and language, vocabulary and jargon used in the sport of hockey.
- Possess a passion for social media, emerging media and using it to deliver content and engage Winnipeg Jets fans.
- Flexibility to work long hours, including evenings and weekends as required.
- Must be willing and able to travel with the team and to off-site events as needed.
- Must be able to stand for a long period of time and navigate Canada Life Centre on game days.
- Project a professional image in all interactions with fans, corporate partners and TNSE executives.

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. Please include **Manager, Social Media** in the subject line.

Closing date: July 11, 2021

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