

SOCIAL MEDIA MANAGER

Summary

The Social Media Manager works closely with the communications director to amplify and increase engagement for Mischief Management's events portfolio of events and activities. The Communications Department plays a vital role in our audience's experience year-round, from advance advertising to yearlong social media to customer service; the Social Media Manager will be an integral part of exciting and inspiring the passionate fan base that attends Mischief events all year long.

The Social Media Manager, as a full-time employee, will work closely with all members of our staff, as well as contractors and outside partners, both in the lead-up to the events and on-site.

Qualifications

- A digital native with excellent written and oral communication
- Experience managing social media for brands #Memelord
- Experience with digital advertising and micro-targeting
- Experience with Photoshop and other image and video software is a plus
- Excellent time-management skills and an ability to complete self-directed projects
- Strong creative problem-solving skills and an ability to innovate
- Broad knowledge of pop culture and entertainment, especially those related to our portfolio of events
- Passion for your favorite fandoms and a finger on the pulse of new developments in these fields are requirements for this line of work.

Responsibilities

- Reports directly to the Communications Director and supports the sale of event tickets and overall development of the event brands.
- Spearheads audience engagement and growth via digital platforms by:
 - Managing a regular posting schedule on Twitter, Facebook, Instagram, and any emergent social media platforms
 - Brainstorming and implementing social media campaigns to drive engagement
 - Capturing moments on-site at events to be used in future campaigns
 - Creating audience growth campaigns with an eye to press integration
- Support digital and print marketing priorities by:
 - Identifying local advertising/marketing opportunities
 - Implementing strategic partnerships with other conventions and/or fan-groups
 - Developing and executing paid social advertising plans across various platforms
- Other duties as assigned

This is a full-time remote position. However, preference will be given to individuals located in the following areas: Chicago, IL; Washington, DC; Columbus, OH; New York, NY. Compensation is commensurate with experience. We are looking for individuals available immediately. This role requires some travel. You will be expected to attend one or more Mischief Management events as part of your work. Mischief Management is an equal opportunity employer. Candidates of color are strongly encouraged to apply.

To apply, please send resume and cover letter to jobs+comms@mischiefmanagement.com.