



Community Manager

Primary Objective

This position is responsible for Belleville Senators digital strategy and execution (web, mobile, Social, CRM) while operating our social media channels. This individual will be responsible for managing all aspects of the Belleville Senators content planning and curation aimed at engaging fans and deploying various strategies to grow our channels.

Major Responsibilities

Online

- Manage relationship with 3rd party vendor operating BellevilleSens.com
- Develop strategy with vendor on content placement to drive traffic to web page/mobile app
- Act as the liaison between Business Development team and vendor to identify partner advertising opportunities
- Execute digital marketing initiatives through various channels
- Create content plan to drive audiences on all platforms

Social Media

- Curate content and post daily for all social media assets
- Help identify new ways to develop and grow the Belleville Senators online channels
- Monitor Senators and AHL related social media chatter and create/disseminate reports

Customer Relationship Management (CRM)

- Build the Belleville Senators CRM program through executing a detailed plan to gather, groom and grow our email list
- Monitor and measure the CRM program

Required Experience/Knowledge

- A minimum of 2 years of experience in Digital or Marketing, Sports industry experience considered a plus
- Intimate knowledge of social media (Twitter, Facebook, Instagram, YouTube)
- Experience in managing vendor relationships
- Strong knowledge of the AHL game
- Ability to work within demanding timeframes in a fast-paced environment
- Demonstrated ability to manage projects and ability to organize and manage multiple priorities.
- Experience working collaboratively in decision-making processes with senior business executives
- Strong knowledge of marketing strategies, concepts and practices
- Strong project management and performance measurement skills
- Exceptional written and verbal communication skills
- Strong creative skills and a demonstrated ability to engage people through creativity
- Creative thinker with an ability to take initiative
- Exceptionally self-motivated and directed
- Experience shooting/editing video content **as well as** experience with Adobe Photoshop and/or other graphic applications is beneficial

To apply please send your cover letter, resume and available start date to jobs@bellevillesens.com and include the position of Community Manager in your cover letter.

Deadline for applications is June 16