



SOCIAL MEDIA MANAGER

San Diego FC ([San Diego FC](#)) is the newest member of the MLS family. As part of the unique [Right to Dream](#) model and the [Sycuan](#) Tribe's deep roots, we are proud to be building a San Diego-centric soccer organization that honors our history and celebrates emerging excellence.

ABOUT SAN DIEGO FC:

We value community, diversity, and acting with purpose. We are looking for leaders at all levels to co-create the culture of a new organization that is built on the premise that you can discover, understand, and re-define excellence by nurturing talent and creating opportunity anywhere – specifically through soccer.

Globally, Right to Dream partners with talented young people to give them a nurturing environment to flourish and thrive. We do this through a holistic model of athletic development, where young people grow as human beings and great footballers. RTD's promise is set out in their [Manifesto](#): a set of 8 commitments which will be central to the San Diego FC ethos from the front office to the field, when games start at Snapdragon Stadium in 2025.

This is an opportunity to be a part of a great team building something meaningful for San Diego. We offer excellent benefits including health coverages with generous company contributions, over 30 days of paid time off, and a 4% company match on your 401(k).

POSITION:

We are looking for a bilingual Social Media Manager who is passionate about soccer and possesses a deep understanding of the digital landscape. As the Social Media Manager, you will play a pivotal role in shaping our brand's identity, including developing the tone of voice, engaging with our fanbase, and driving online growth. Your creativity, strategic thinking, and strong communication skills will be instrumental in showcasing our team's journey and successes.

RESPONSIBILITIES:

- **Content Creation:** Develop and curate engaging, high-quality content that aligns with our brand's voice and values. This includes images, videos, graphics, and written posts. Generate creative storytelling and strategic solutions based on trends, research, professional soccer calendar and best practices.
- **Social Media Strategy:** Create and implement a comprehensive social media strategy that includes content calendars, posting schedules, and campaign planning.
- **Community Engagement:** Foster a sense of community among our fans and followers by occasionally responding to comments, messages, and mentions across all social media platforms.

- **Platform Management:** Manage and grow our presence on various social media platforms, including but not limited to Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn.
- **Live Coverage:** Provide live coverage of games, events, and behind-the-scenes moments to keep fans updated and engaged during matches and team activities.
- **Analytics and Reporting:** Monitor social media metrics, track the effectiveness of campaigns, and provide regular reports to measure the impact of social media efforts. Translate consumer insights and business objectives into social goals, strategies, and tactics.
- **Collaboration:** Work closely with the Brand & Community team to ensure consistent messaging and alignment with broader marketing objectives, as well as other departments in the organization to achieve Club goals. Design and plan effective strategies with engaging tactics, in collaboration with multiple business unit partners.
- **Innovation:** Stay up-to-date with emerging trends, tools, and technologies in social media and sports marketing to continually improve our online presence.

QUALIFICATIONS:

Candidates can meet the requirements with a combination of experience in the following areas:

- Fluency in English and Spanish is required.
- Extensive knowledge of San Diego a plus.
- Degree in digital media, marketing, communications, or a related field.
- Proven experience managing social media platforms for sports teams or related industries.
- Excellent written and verbal communication skills.
- Strong understanding of soccer and the sports industry.
- Proficiency in social media management tools and analytics platforms.
- Creative mindset with the ability to think outside the box.
- Exceptional organizational and time-management skills.
- Team player with the ability to work in a fast-paced, dynamic environment.
- Enthusiasm for building a strong online community and connecting with fans.

We encourage all individuals who share our commitment to community and soccer to apply at JointheTeam@SanDiegoFC.com. Please reference the position title in your email. Soccer is humanity and together, we can make a meaningful impact both on and off the field, fostering a culture that embraces excellence and equal opportunities. SDFC is an Equal Opportunity Employer.