

POSITION DESCRIPTION

SOCIAL MEDIA MANAGER (ANALYTICS)

mana.

Job Type: Full Time, Remote, APAC & EU Time Zone

OVERVIEW

Mana Sports and Entertainment Group (Mana Group) is looking for a dynamic and experienced Social Media Manager with a passion for sports and entertainment, community building, and data analytics. As the Social Media Manager, you will be responsible for developing and implementing social media marketing strategies to drive engagement, increase brand awareness, and grow our social media presence across various platforms for Mana and our clients.

This is a great opportunity for a self-starter and proactive individual who is passionate about building an online community and engagement to join our rapidly expanding marketing team. The role reports to the Head of Marketing and works closely with key stakeholders including other social media managers, content, PR and events teams.

WHO WE ARE

Mana is a growing global sports and entertainment management agency that is on a mission to deliver the best in sports and entertainment management built on boldness, authority and pride. We bring together the sports and entertainment worlds to create unforgettable experiences for fans and clients alike. Our team is made up of innovators, creatives, and doers who are dedicated to pushing the boundaries of what's possible. By working closely with our clients, we can create truly transformative experiences that captivate audiences and drive results.

Our business is organized into three key areas: events, media, and talent. In events, we specialize in creating unique and immersive experiences that engage fans and leave lasting impressions. We create and manage pro sports teams and leagues, and deliver unique world-class events and programs in Europe, Asia, Africa and Oceania. We have a deep understanding of what it takes to create successful programs, from the planning stages to execution, and we're committed to bringing our client's visions to life.

In media, we provide comprehensive rights consulting and development, production, and content services. We help clients maximize their revenue and exposure by developing and executing winning strategies that leverage the power of media. Whether it's securing broadcast rights, creating engaging content, or developing sponsorship packages, we work closely with our clients to achieve their goals.

Finally, in talent, we offer top-tier talent management services to athletes, entertainers, and media personalities. Our agents work tirelessly to help our clients achieve their goals, whether that's securing endorsements, negotiating contracts, or developing their personal brand. We understand that every client is unique, and we tailor our approach to meet their specific needs and goals.

WHAT YOU'LL DO

As a Social Media Manager (Analytics) you will be responsible for developing and executing social media marketing strategies, creating compelling content, monitoring and analyzing social media performance, and using your analytical skills to make data-driven decisions.

- Develop and execute social media marketing campaigns across various platforms, including but not limited to Facebook, Twitter, Instagram, YouTube, and TikTok.
- Create compelling content that resonates with our target audience and drives engagement.
- Collaborate with internal teams to develop creative concepts and campaigns that align with brand objectives and goals.
- Monitor and analyze social media performance and engagement metrics to optimize campaigns and content.
- Use analytical skills to interpret data and create reports to identify trends, track KPIs and make data-driven decisions.
- Stay up-to-date with emerging social media trends, tools, and best practices.
- Develop and maintain relationships with social media influencers and partners.
- Manage social media advertising campaigns to drive website traffic and conversions.
- Respond to customer inquiries and comments on social media platforms in a timely and professional manner.

Your first project focus will be the management of Pho3nix Foundation's social media accounts.

WHO YOU ARE

- 3+ years of experience in social media marketing and analytics.
- Passion for sports and fitness, and a deep understanding of the industry.
- Proven track record of driving engagement and growing social media followings.
- Excellent communication, writing, and editing skills.
- Strong analytical skills with the ability to harness, analyze, interpret, and tell stories with data.
- Ability to work independently and as part of a team in a fast-paced environment.
- Knowledge of social media advertising and ad campaign management.
- Familiarity with social media management tools and analytics platforms.

HOW TO APPLY

Please submit an initial expression of interest via email careers@manaseg.com including your current CV, a compelling cover email about you and the impact that you can make on this role along with URL's to Instagram and TikTok accounts you have built or manage(d) . Initial Expressions of Interest close Thursday April 6, 2023.