



SOCIAL MEDIA COORDINATOR

San Diego FC is the newest member of the MLS family. A joint venture that is 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. **If you have experience in professional sports, we encourage you share your portfolio and consider joining our team.**

POSITION OVERVIEW

The **Social Media Coordinator** will work closely with the Social Media Manager to bring the San Diego FC brand to life across social platforms, with a focus on Instagram, Twitter, TikTok, and more. This position requires someone who is not only highly creative and a *true idea generator* but also someone who is skilled at *capturing compelling content*—especially using their phone (think Instagram Stories, behind-the-scenes footage, matchday highlights). The ideal candidate will be energetic, adaptable, and ready to learn in a fast-paced environment. If you're someone who thrives on creating engaging social media content in real-time, loves being part of a team, and has a deep understanding of what makes a post go viral, then this is the job for you.

RESPONSIBILITIES

- **Content Capture & Creation:** Be on the ground, capturing live, in-the-moment content during matchdays, training sessions, community events, and other club-related activities. You'll use your phone to create authentic, engaging content for Instagram Stories, TikTok, Reels, and more.
- **Assist in Content Strategy:** Work with the Social Media Manager to brainstorm and execute content ideas that resonate with the San Diego FC fanbase. Contribute to content calendars, suggesting fresh angles and creative formats that align with the brand's voice and objectives.
- **Engagement & Community Building:** Engage with fans on social platforms by responding to comments, reposting fan-generated content, and proactively participating in conversations around the club. You'll also assist in creating polls, challenges, and interactive content to keep fans engaged.
- **Real-Time Content Delivery:** Be quick to capture and share key moments during live events, such as game highlights, player celebrations, pre-game rituals, fan reactions, and other memorable moments. Ensure content is timely, high-quality, and on-brand.

- **Collaborate with Teams:** Work closely with the marketing, creative, and communications teams to ensure that all social content aligns with broader campaign goals. Assist in executing special initiatives, promotions, and collaborations.
- **Assist with Analytics:** Help track social media metrics and report on the performance of content, campaigns, and audience engagement. Learn how to use social media management tools to optimize posting schedules, measure success, and refine strategies.
- **Trendspotting & Innovation:** Stay up-to-date with social media trends, challenges, and best practices. Bring new ideas to the table, experimenting with fresh content formats, interactive features, and platform-specific strategies.
- **Support Social Media Manager:** Assist the Social Media Manager with scheduling posts, managing content calendars, and fulfilling other day-to-day social media needs.

WHAT YOU BRING TO THE TABLE

Candidates can meet the qualifications for this role with a combination of education, experience and skills.

- **Passion for Social Media:** You live and breathe social media, staying ahead of trends and understanding what makes content resonate with different audiences.
- **Content Capture Skills:** You are great at using your phone to capture high-quality, engaging content. From Instagram Stories to TikTok videos, you know how to turn everyday moments into shareable content.
- **Creative Ideas & Thinking:** You're a natural idea generator, constantly coming up with fresh, innovative ways to engage the fanbase. You think outside the box and bring new ideas to the table—whether it's a fan challenge, behind-the-scenes footage, or a creative new hashtag.
- **Social Media Savvy:** You have a strong understanding of multiple social media platforms (Instagram, Twitter, Facebook, TikTok, YouTube, etc.) and know how to use each one to its fullest potential.
- **Eagerness to Learn:** You are excited to develop your skills, grow in the field of social media marketing, and take on new challenges. You're adaptable, resourceful, and motivated to succeed in a fast-paced environment.
- **Strong Communication Skills:** You communicate effectively, whether it's through captions, messaging, or working within a team. You know how to engage fans and be the voice of the club online.
- **Attention to Detail:** You take pride in ensuring content is on-brand, high-quality, and free from errors. You understand the importance of consistency in tone and style across social media platforms.
- **Flexible & Fast-Paced:** You thrive in a fast-moving environment, and you're comfortable adjusting on the fly—whether it's a game-winning moment or a spontaneous content opportunity.

APPLY:

We encourage all qualified individuals who share our commitment to community and soccer to apply to the LinkedIn Post or at JoinTheTeam@SanDiegoFC.com with the job title in the email subject.

ABOUT SAN DIEGO FC:

We value community, diversity, and acting with purpose. We are looking for leaders at all levels and with all backgrounds 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 though soccer.

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 40 days of paid time off, and a 4% company match on your 401(k). 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.

Salary starting at \$55,000