



## SOCIAL MEDIA MANAGER

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

Do you live and breathe social media? Are you always ahead of the curve, knowing the latest trends and how to make them work for your brand? Can you juggle multiple platforms, from Instagram to TikTok to Twitter, and create engaging content that drives conversation? If you're obsessed with social media and have a passion for soccer and storytelling, then we want you to join the San Diego FC family.

The Social Media Manager will be responsible for executing and managing the day-to-day content strategy and presence for San Diego FC across all social media channels. You'll be a key player in building the club's digital identity, creating meaningful connections with fans, and engaging with our community in authentic and exciting ways. This is a high-energy, fast-paced role that requires creativity, flexibility, and a deep understanding of how to leverage social platforms to create impact. We're looking for a *dynamic* and *innovative* Social Media Manager who will be the voice of our club across all digital platforms, crafting compelling stories that fuel engagement and amplify our brand presence.

### RESPONSIBILITIES

- **Content Creation & Strategy:** Develop, implement, and oversee San Diego FC's social media content strategy. Create high-quality, visually appealing, and on-brand content across all platforms, including but not limited to Instagram, Twitter, Facebook, TikTok, YouTube, and more.
- **Community Engagement:** Build and maintain meaningful relationships with fans, players, influencers, and partners. Respond to comments, DMs, and fan interactions with energy, personality, and authenticity.
- **Social Media Analytics:** Monitor and analyze social media metrics to assess the effectiveness of campaigns and content. Make data-driven recommendations for improvements and report on key performance indicators.

- **Campaign Management:** Lead social media campaigns around matchdays, events, team news, and special initiatives. Own the content calendar and ensure consistency of brand voice and messaging across all channels.
- **Trendspotting:** Stay ahead of emerging social media trends, platform features, and fan engagement strategies. Integrate creative trends into the club's social media content in a way that feels fresh and relevant.
- **Collaboration & Innovation:** Work cross-functionally with marketing, design, PR, and sponsorship teams to ensure that social media efforts align with the overall brand and business objectives.
- **Crisis Management:** Be prepared to address any sensitive situations or feedback on social media in a way that protects and enhances the club's reputation.
- **Event Coverage:** Provide real-time social media coverage of matches, training sessions, and events to ensure fans feel connected to the action, both in the stadium and online.

## WHAT YOU BRING TO THE TABLE

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

- **Experience:** 3+ years of social media management experience, preferably in sports or entertainment.
- **Passion:** A true passion for social media, soccer, and digital storytelling. You live and breathe social media and understand how to use it to create a powerful connection with fans.
- **Creativity:** A proven ability to think outside the box, creating fresh, engaging, and shareable content that resonates with a diverse audience.
- **Energy & Drive:** You're a *mover and shaker*—highly motivated, self-driven, and ready to execute at a fast pace.
- **Tech-Savvy:** You are comfortable using social media tools (Hootsuite, Sprout Social, etc.), and have a strong understanding of analytics and the ability to adjust strategies based on performance.
- **Multitasker:** Ability to manage multiple campaigns, deadlines, and platforms simultaneously without losing focus on quality or detail.
- **Exceptional Communication:** Strong written and verbal communication skills, with the ability to maintain an authentic and engaging voice for San Diego FC across all channels.
- **Soccer Knowledge:** A deep love for soccer and a good understanding of the sport's culture and community is a huge plus.

## 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](mailto: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 \$75,000