

MEDIA MANAGER

CORPORATE OVERVIEW:

Prolanthropy is the largest and most successful provider of philanthropy management services in professional sports, specializing in the formation and management of non-profit foundations of professional athletes. Having established an industry leading presence built on nearly two decades of world-class results, Prolanthropy provides Foundations with the fiduciary, governance, event, programming and marketing and media expertise needed to achieve their philanthropic goals.

Corporate culture fit is of paramount importance to Prolanthropy. Our business is unique, and our success is dependent upon having the right people on our team. We have built a close-knit, team focused business in an ever-changing industry. We believe that winning teams are filled with committed to the company's success, humble, hungry, and emotionally intelligent teammates. Our corporate culture of teamwork can only exist in physical proximity and thus, we are an in-person workplace with limited availability for remote work.

POSITION:

The Media Manager is responsible for delivering for the social media and earned media results of Prolanthropy and Prolanthropy's managed foundations. This position will have team management roles within the department as well. The chosen candidate will be responsible for outlining and planning social media content which will include engaging with our audience and developing ideas for upcoming campaigns.

This position reports directly to the Vice President of Marketing + Media.

This full-time, salaried position will be located at the headquarters of Prolanthropy in Florence, Kentucky. With an international reach, this is an excellent opportunity to work within the world of philanthropy as well as in sports management and sports marketing.

***Prolanthropy utilizes the DISC Model and The Six Types of Working Genius Assessment which assesses the strengths, weaknesses, and personality types of current staff and candidates. Candidates should be familiar with these assessment tools and be prepared to take one or both if selected for an interview. Additionally, the candidate may be asked to also take the Tri-Metrix assessment tool.**

PROLANTHROPY

PROFESSIONAL ATHLETES • MANAGED PHILANTHROPY • CHANGED LIVES

QUALIFICATIONS:

- Associates degree or a combination of equivalent experience or honorable military service.
- 1-2 years of professional media relations experience required
- Prior experience in Media distribution and management software (we currently utilize Meltwater)
- Extensive Social Media campaign management with a proven track record.
- Prior experience with social media management software (we currently utilize Hootsuite)
- Knowledge of the sports or entertainment industry is preferred
- Experience and successful track record in creating and managing digital campaigns
- Consent to a pre-employment background check including work history verification, as well as a criminal background check
- Be legally qualified to work in the United States
- Be able to lift up to 30 lbs. and stand on your feet for 12+ hours a day indoors and outdoors
- Provide a resume, cover letter and salary requirements

Key Responsibilities:

- Deliver Prolanthropy and managed foundation paid and earned Media scorecard metrics
- Lead, Manage and create accountability for all direct reports
- Manage all media-related vendors of Prolanthropy and our Managed Foundations
- Support Prolanthropy and managed foundation digital asset management functions of department
- Monitor and react to media
- Post to all social channels of Prolanthropy and Foundations
- Engage with all followers of Prolanthropy and Foundations
- Managed Earned media outreach, partners and platforms
- Develop and manage all paid social campaigns
- Lead, Manage and create accountability for all direct reports

Role Breakdown:

The ideal candidate for Media Manager must perform the following:

- Designs and produces social media content and digital ads,
- Schedules and distributes earned media content
- Collaborates with PR vendors, earned media outlets and
- Create daily original content (Instagram stories, social media feed posts, etc.) that relate to the brand's audience
- Create content with purpose that may directly engage customers while following brand guidelines
- Coordinate with team and create clear calls of action that converts engagement into sales
- Must be able to work independently and creatively
- Stay up-to-date with trends in the sports and entertainment industry

The ideal candidate for Media Manager is:

- Competent with Meltwater, Hootsuite and Wrike or similar platforms
- Possesses a working knowledge of paid digital campaigns
- Proficient with Adobe CS
- Highly creative with experience developing social media content that engages, informs, and motivates
- A builder of relationships with media outlets and their stakeholders
- Detail and results-oriented
- Good interpersonal skills and ability to be a team player
- Ability to multi-task in a fast-paced environment
- Self-Motivated and goal-oriented individual
- Excellent research, communication, and time management skills
- Strong proofreading and written communication skills
- Submit both your personal handle and handles of social you have managed for review
- Proficiency in all Microsoft Office platforms, with a higher level of understanding and knowledge of Microsoft Word, Excel, Outlook, and SharePoint
- Attention to detail

Role Requirements:

- Performance and personal qualities that match the Core Values of the Company
- Adopt and use Entrepreneurial Operating System (EOS) as a management system for projects and team members.
- Be a self-starter with problem-solving skills
- Possess strong planning, research, and communication skills
- Work well under pressure, possess excellent time-management abilities, and have organizational skills with attention to detail
- Demonstrate excellent written and verbal communication
- Be flexible, creative, and able to think “outside of the box”
- The ability to work well in a team environment; be a team player who can take and give direction
- Take ownership of multiple projects at a single time, managing themselves with little to no supervision

Please e-mail resume and cover letter inclusive of salary requirements to hr@prolanthropy.net. Only emails sent to hr@prolanthropy.net will be considered. Please share a portfolio of your social media content and campaigns with your submission. Please do not reach out via telephone, cold call visit or e-mailing staff to addresses other than the above email address or your resume will not be reviewed or considered. Please include “**MEDIA MANAGER**” in the subject line of your resume submission.

COMPENSATION AND BENEFITS:

Starting Salary: up to \$50,000 per year based on level of experience with a benefits package which includes:

- 10 paid holidays
- 10 days paid vacation
- 4 days paid sick leave in the anniversary year
- Monthly work remote day
- Cafeteria Healthcare Plan
- 401k Plan
- Employee Bonus Plan

Work schedule: 40+ hours per week with a base schedule of M-F 8a-5p

Classification: Full-time, permanent

Working location: in our Florence office and one remote day per month

Job category: exempt