

Our mission at the Minnesota Vikings is to Advance the Vikings legacy through the passionate pursuit of excellence.

*We strive to achieve, we put the team first, we seek to learn, we exhibit high character, and we are committed to a diverse, equitable and inclusive environment.*

**SUMMARY:** The Digital Marketing & Media Associate will serve in a variety of capacities with respect to the team's digital media properties, helping to deliver and optimize team content. This includes posting of content to club properties, updating website and mobile app as needed, assisting with live streaming, creating, and reviewing digital reports, assisting with push notifications, and coordinating publication efforts with editorial and digital teams. This position is **NOT** a part of the social media department.

*In addition to the duties described above, the Digital Marketing & Media Associate will take part in the Vikings' exclusive **Leadership Development Program**. This program will provide regular opportunities for professional development, exposure to organizational leadership and the ability to develop skills critical for the Associate's future career growth. A fundamental part of the program will include clearly defined goals between the Associate and their Supervisor that will be tracked and measured for progress throughout the term of the program.*

**This is a temporary full-time position that will begin on June 3, 2024 and conclude on May 23, 2025, unless otherwise determined.**

**ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:**

- Assist in maintaining the Vikings website, mobile app, connected TV app, YouTube channel and audio / podcast platforms.
- Post content within various Content Management Systems and optimize content for SEO.
- Help with live streaming of team-produced shows and press conferences.
- Drive digital platform and content presentation strategies.
- Work within Vikings Entertainment Network content teams to generate ideas, adhering to best-practices for the organization when it comes to engaging digitally with fans.
- Working role on gamedays. Home games will be worked at U.S. Bank Stadium and road games will be worked at the office or remote.
- Collaborate with other departments (youth marketing, ticketing, partnerships, etc.) to maintain and improve their digital presences on vikings.com.
- Monitor and evaluate content performance to ensure constant strategy iteration and improvements.
- Work with our social media team in requesting graphics needed for team website and social platforms, send them important team news article links, communicate strategically on big content series and collaborate with them on launching important organizational initiatives.

**QUALIFICATION REQUIREMENTS:**

- Bachelor's degree in marketing, communications or similar field recommended
- Previous experience assisting or managing digital platforms and working within Content Management Systems
- Proficiency in Adobe products (Photoshop and other Creative Suite programs), Microsoft Office and YouTube
- Knowledge of ever-changing digital media landscape and best-practices
- Ability to work a flexible schedule, including days, evenings, weekends and holidays
- Must exhibit core values that align with the department and the organization (unity, commitment, integrity)
- Experience creating and delivering consumable reports on digital performance of content
- Strong technical skills, content creation experience, and a proven ability to tackle hard, ambiguous problems with rigor and independence

- Video editing, graphic design, and/or photography experience a plus
- Collaborative team player, capable of building and maintaining strong relationships across the company
- In-depth understanding of the digital landscape, user experience, and how successful brands related to the Vikings and NFL are excelling in the space
- Strong football knowledge is a must
- Must be a critical thinker who wants to understand why we do what we do as a department as well as the broader business goals
- Must be a self-starter and very detail-oriented when it comes to completing tasks.

**CONFIDENTIALITY REQUIREMENTS:**

This position may require the individual to have access to confidential records and information.

To successfully perform this position, confidentiality of the information with which the individual has contact must be maintained.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to perform physical tasks such as lifting and moving boxes, setting up speakers, etc.
- Ability to sit for long periods of time.
- Ability to navigate U.S. Bank Stadium and TCO Performance Center.
- Ability to work in inclement weather.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office for regular office hours, on-site events.
- The ability to work from home if required.

**The Minnesota Vikings are committed to creating and sustaining a culture for you. Whoever you are, we are an organization that embraces and empowers people of all backgrounds and experiences and incorporate diversity, equity, and inclusion into the foundation of everything we do. We are proud to have a culture that empowers our people to harness their uniqueness to develop their full potential as a contributor to the success of the organization and the communities we serve. The Minnesota Vikings are an equal opportunity employer, and we continue to commit to creating equitable opportunities by ensuring that our place can be anyone's place**