

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 Social Media & Marketing Associate will take a hands-on community management approach to Vikings social media channels, including creation and promotion of content, and a variety of business initiatives. They will assist with real-time content creation at Vikings games and events. This person will also contribute to the external paid social strategy, effectively communicating best practices and results with relevant stakeholders. This role will work in the Vikings Entertainment Network.

In addition to the duties described above, the Social Media & Marketing 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:

- Create and manage community content calendars for multiple social media accounts.
- Work with internal departments to ideate, create and produce content for ancillary social media accounts.
- Assist in recommending and executing organic & paid social media on Facebook, Instagram, TikTok, LinkedIn & Twitter, respectively.
- Work with Vikings social and digital teams to optimize social strategy, including posting to official accounts.
- Create and post content during game days, tent pole events and assist social media manager throughout the year as needed.
- Work with influencers on branded social media content series as well as other organizational initiatives.
- Assist social marketing manager on international social media initiatives.
- Work with social team to provide paid social marketing recaps as needed.
- Collaborate on long-term social media strategy for organizational social media accounts.
- Serve as main point of contact for various weekly social series and work with external creatives on content development.
- Assist internal producers with basic editing, captioning, etc.

Qualification Requirements:

- Knowledge of social media best practices is required
- Proficiency in Adobe products (Premiere, Photoshop, other Creative Suite programs), Microsoft Office, Instagram, Facebook, Twitter, YouTube, Snapchat, Tiktok and various other emerging social media platforms.

- Capable of editing social content using video editing software on tight deadlines.
- Strong written skills. Background in copyediting or professional writing experience a plus.
- General knowledge of Facebook Business Manager and other social ad platforms.
- Strong technical skills, content creation experience, and a proven ability to tackle hard, ambiguous problems with rigor and independence.
- Self-starter capable of working on multiple projects at once.
- Ability to work various hours, holidays and weekends a must.
- Collaborative team player, capable of building and maintaining strong relationships across the company.
- Bachelor's degree in marketing, communications or similar field preferred

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 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.