



11221 Plantside Dr. | Louisville, KY 40299 | (800) 559-2849 | [www.athletix.com](http://www.athletix.com)

**Position Title:** Director of Multimedia

**Brand(s):** All Athletix Sports Group Brands

**Reports to:** Matt Roberts - Chief Media Officer

**Location:** Louisville, KY

**Job Type:** Full-Time, Salary + Benefits

## COMPANY BACKGROUND

Athletix Sports Group is a national events producer and media company focused on youth baseball and girls fastpitch softball. Athletix maintains offices in Louisville, KY (headquarters), Naperville, IL and Carmel, IN and currently directs 600+ team events and 50+ individual player events all over the nation through its subsidiary brands: Youth Baseball Nationals, Youth Softball Nationals, Baseball Youth, Softball Youth, Game Day USA, Youth World Series, VERSUS, Pastime Tournaments, Mid-America Baseball, TravelBall Select and Net Elite. These events reach nearly 14,000 teams, 175,000 athletes, 35,000 coaches and more than 350,000 fans annually. Athletix and its brands have a total social media reach of over 700,000 followers.

## POSITION DESCRIPTION

Athletix Sports Group has an immediate opening for a *Director of Multimedia*. We're looking for an energetic, forward-thinking, storytelling professional to join our executive team to positively contribute to the fastest growing diamond sports events and media company in the industry. The successful candidate should have experience in social media execution and strategy, tracking data related to ROI, an ability to create and execute a comprehensive digital growth plan, as well as the ability to motivate and lead a team. An extensive sports background is considered a bonus. The position will be located in the Louisville office and will be required to travel to events, meetings and trade shows across the U.S. throughout the year.

## PRIMARY AREAS OF RESPONSIBILITY

### ➤ DIGITAL MEDIA STRATEGY & EXECUTION

- Strategically leverage all appropriate digital media channels, including social media and video verticals to creatively tell the story of Athletix Sports Group & its brands
- Assist with the process of establishing each brand's "why," leading to its content strategy and social strategy
- Build and implement digital campaigns to promote brand awareness and keep existing customers engaged through the appropriate mediums relevant to target demographics
- Lead the process of ideating and creating relevant and compelling content for each brand's social media platforms (Facebook, Instagram, Twitter, TikTok, SnapChat, etc.) that encourages follower growth and drives revenue
- Research and understand industry marketing trends and analyze competitor's content
- Be an extension of the recruiting team and maintain a hyper focus on positively contributing to sales thresholds and goals
- Work in concert with marketing and creative teams to ensure assets and deliverables are prepared and ready for established campaign timelines
- Maintain a detailed content calendar to ensure promotion of appropriate brand-related content, events and marketing efforts

- Know when and how to emphasize individual communication with customers via social channels and how to organically build long-term brand affinity and relationships
- Track performance & metrics across social media platforms to monitor success and to inform various internal teams of trends, risks and content performance
- Have the ability to effectively communicate up and down the organization to achieve buy in for strategy and implementation decisions
- Analyze, review and select necessary third party partners to achieve company objectives (enhanced video needs, other content specialists, etc.)
- Be available to travel and cover some assigned events and coordinate coverage with existing staff and contractors for other events

➤ **PERSONNEL MANAGEMENT**

- Manage and mentor a full-time team, as well as identify and hire temporary/seasonal hires for strategic event coverage
- Assign brand requests, manage team dynamics and balance team workload to assure high quality deliverables on-time and within budget

**GENERAL JOB SKILLS AND ABILITIES**

- Work cooperatively as a member of the overall Athletix culture and team
- Excellent oral and written communication skills
- Strong research ability and digital literacy
- Impeccable reliability, attendance and punctuality
- Active listening and high-level problem resolution skills
- Strong attention to detail, time management/prioritization and organizational skills
- Adapt to a variety of inter-company brand nuances, personalities and styles
- Multi-task in a fast-paced environment
- Regularly produce error-free work
- Strong level of internal/external professionalism
- Follow clear direction, take criticism and be self-motivated
- Desire to dig in and gain an in-depth understanding of our industry from top to bottom
- Identify issues and opportunities long before they become a hot button or competitors move first/best

**EDUCATION AND EXPERIENCE**

➤ **Required Qualifications**

- Bachelor's Degree in Business Management/Marketing, Sports Administration, Graphic Design, Communications, Digital Marketing, Journalism, or a related major from an accredited college or university
- 2+ years of experience in social media management in sports setting
- Demonstrated working experience with the Adobe Creative Suite
- Strong planning and organizational skills
- Excellent verbal, written, computer, and personal relations skills
- Ability to deliver quality work in a fast-paced, high volume environment



- Ability to work an irregular schedule including, evenings, weekends, and holidays
- Preferred Qualifications
  - Demonstrated passion for baseball and softball and understanding of the games
  - Proven measurable success in social media engagement growth in a sports organization
  - Advanced knowledge of social media networking platforms

#### **SALARY & BENEFITS**

- Salary commensurate with experience
- Full benefits package, including medical, dental & vision insurance, as well as 401K matching

#### **CONTACT**

Send resume and materials to Matt Roberts, Chief Media Officer, at [mroberts@athletix.com](mailto:mroberts@athletix.com)