

Social Media Manager

This incredibly exciting and cutting edge role offers a great opportunity for a motivated and passionate person to work in a vibrant environment that marries media and marketing with action and adventure sports within a fast passed and dynamic organization. Given the growth of the EXTREME brand and the success of our social media platforms and blog, the role provides serious potential for growth into a senior managerial position with international travel.

About EXTREME

Established in 1995, EXTREME's mission is to inspire and entertain through action sport, adventure and fun.

As creators of this uniquely positioned global lifestyle brand and founders of The Extreme Sports Channel, EXTREME has provided exclusive and authentic access to the world of action and adventure for over 20 years. Supporting over 125 ambassadors, activating over 80 events each year and with an average of 150 million video views with 30 million likes, shares and comments each month, our media network entertains our highly engaged fan base.

You will be:

- Managing a portfolio of social media pages for multiple EXTREME brands across a collection of platforms including but not limited to: Facebook, Instagram, Twitter, Snapchat and the EXTREME Blog
- Supporting the Marketing Director, operating as the lead point of contact for any and all matters specific to social media
- Managing and creating the annual broadcasting slate (live, non live, VOD)
- Developing relationships with content partners, distribution partners, events and production teams
- Developing relationships with athletes, influencers, executive sponsors, customers and stakeholders
- Maintaining existing and implementing new content monetisation strategies
- Educating, managing and moderating a team of contributors across the entire portfolio including planning, goal setting and KPI evaluation
- Managing lead generation and contributing towards the management of marketing services clients
- Managing of promotional strategy budget
- Creating quarterly review and ROI evaluations
- Creating, setting and implementing clear brand strategy & objectives across the entire social media portfolio
- Identifying and growing opportunities within territory and collaborate with teams to ensure growth attainment

The Skills and Experience required:

- 4 years of experience Across social media management
- Good understating of media distribution
- Degree in marketing or media
- Great understanding of ALL Social Media platforms (FB, YouTube, Instagram, Snapchat, Twitter and more) including the optimisation and best practices for each channel
- Great understanding and passion for the world of EXTREME sports (athletes, events, content creators)
- Ability to work on multiple projects and cooperate with the creative team
- Good understanding of video editing software, video production processes and still images (photoshop etc..)
- Strong passion for social media and sports

Remuneration according to experience and negotiable – it's about the right person for us.

Job Type: Full-time

To apply please email a brief cover note and your CV to enquiries@extremeinternational.com
We look forward to hearing from you.