

The Communications & Content Manager is responsible for driving the communications strategy to increase engagement via South Texas Swimming's communications platforms and channels. They will add value, drive engagement and support communication initiatives across the LSC.

Main Duties...

- Devise and execute strategies to support membership and operational requirements with a cross-channel communication plan – working closely with the Executive board, committee chairs and other South Texas Swimming employees.
- Oversee a communications calendar and channel strategy, including website content, social media, email, LSC News, and push notifications, ensuring the right message is delivered across the right channel(s), at the right time – evaluate communication performance to ensure that it is contributing to our LSC objectives.
- Work closely with the Executive board, committee chairs and other South Texas Swimming employees to ensure consistent and on-brand messaging across channels– and ensure alignment with external communications activities and incorporating LSC and/or USA Swimming marketing initiatives into the communications strategy and content.
- Act as point of contact for inbound requests and ideas for communications, working with the Executive board, committee chairs and other South Texas Swimming employees to produce effective digital communications and content for the LSC.
- Drive social strategy across LSC channels.

Requirements...

- A minimum of 3 years experience in relevant role(s)
- Excellent written and verbal communication skills
- Energetic, flexible, collaborative, and proactive; a team player who can positively and productively tackle strategic initiatives and immediate business needs, whilst always putting the member and the customer at the heart of what we do
- Experienced in planning and briefing email marketing and CRM campaigns
- Excellent analytical skills and confidence in manipulating data in Excel and other tools
- Highly organized with excellent attention to detail
- Can conform to shifting priorities, demands and timelines
- Experience and background in a hospitality or subscription business a plus
- Will be required to attend monthly executive board meetings, annual HOD meeting, strategic planning sessions and any communications meetings scheduled.