



## Job Description: Social Media Manager

Reports To: Director of Communications/Chief Executive Officer (CEO)

Coordinates With: Marketing & Development, Media/PR, Head Coach, Competition Director, Athlete & Member Services Director

Location: Remote with on-site event participation as required (e.g., Prime Series, Nationals, Olympic prep events)

### Position Summary:

USA Surfing is seeking a high-energy, detail-oriented **Social Media & Content Manager** to serve as the digital voice of the National Governing Body for surfing in the United States. This isn't just a "posting" job—you will be the architect of our digital presence, from the Olympic stage to grassroots junior events. You will be responsible for strategically enterprising new content, engaging, and growing our fanbase, managing a library of high-value video and photo assets, and ensuring our sponsors receive world-class activation.

### Key Responsibilities

#### 1. Strategic Content Enterprise

- **Proactive Storytelling:** Identify trending surf culture moments, athlete milestones, training tips, breaking down scoring criteria, showcasing athletes showing creativity, environmental stewardship, and "behind-the-scenes" Olympic prep to create original content.
- **Feature Development:** Conceptualize and execute recurring digital "features" (e.g., *Athlete Spotlights*, *Tech Talks on Fin Setup*, *Throwback Thursdays*) that keep the community engaged year-round.
- **Cross-Platform Content Distribution:** Tailor content specifically for Instagram, TikTok, LinkedIn, and X, ensuring USA Surfing leads the conversation in the surf industry.
- **Email Marketing Campaigns:** Plan, schedule, and execute email marketing to engage supporters and stakeholders
- **Manage Website Updates**, including content edits, page updates, and light troubleshooting

#### 2. Asset Management & Archiving

- **Manage the digital asset library:** Maintain and organize the master digital asset database and execute a workflow pipeline. coordinate with program teams to ensure all content stays on-mission and on-brand.
- **Graphic Standards:** Coordinate with designers to ensure all graphics are on-brand and formatted for multi-channel use.

### 3. Editorial & Sponsor/Merchandise Strategy

- **Editorial Calendar:** Develop and maintain an editorial calendar that balances high-performance surf news with mandatory sponsor deliverables.
- **Support and maintain our Shopify storefront**, including product updates and basic site management
- **Moderate social media interactions** and foster two-way dialogue with supporters to build brand loyalty and manage reputation.
- **Sponsor Activation:** Ensure all partner contracts (e.g., apparel, board tech, nutrition) are met with high-quality, authentic integrations that don't feel like "ads."
- **Conversion Focus:** Every post should have a purpose. You will craft CTAs that drive measurable traffic to:
  - **Live Broadcasts:** During contest windows.
  - **The USA Surfing Website:** For news and membership sign-ups.
  - **Sponsor Digital Properties:** To fulfill ROI requirements.
- **Monitor KPIs** across social, email, and web to provide data-driven recommendations for campaign optimization.

### Requirements

- **Robust Experience and Know-How:** Proven track record managing professional sports or lifestyle brand accounts.
- **Surf Knowledge:** Understanding of the surfing world (WSL, ISA, and Olympic formats) and surf culture.
- **Content Creation Skills:** Proficiency in mobile video editing (CapCut/Adobe Premiere) and basic graphic design (Canva/Photoshop), basic website content management platforms, and e-newsletter platforms like ConstantContact.
- **Organizational Mastery:** You are someone who finds "peace" in a perfectly labeled folder system.
- **Analytical Mind:** Ability to read and interpret metrics and create strategy based on what the data says.

### WHY THIS ROLE MATTERS:

You will be at the epicenter of American surfing, working with the world's best athletes as they prepare for the global stage. You'll have the creative freedom to define how a national sport looks and feels in the digital age

With LA28 on the horizon and Olympic surfing featured at USA Surfing's home break, the Surf Athlete Commissioner plays a crucial role in ensuring this moment lifts the entire sport—from first heats to finals, from local breaks to international podiums. The role helps USA Surfing deliver on its promise: that Olympic investment returns to the athletes, coaches, and communities who built the sport and will carry it forward.

Resumes can be sent to: [todd@usasurfing.org](mailto:todd@usasurfing.org)