



Job title	Sport Content Manager
Location	Bangkok, Thailand

Company Description

Media advertisement.

Duties

We are looking for a Senior Content Manager to cover Football sports industry. You will be joining a rapidly expanding sports marketing team.

To be truly successful in the role, we're looking for individuals with a real passion for Football and with an intention in delivering the best outcome, the business and with excellent leadership skills.

Working within the Content and PR team, you'll use creative flair combined with analytical detail to deliver best in class Football content and report on the results and impact it is making.

The role includes management of a team of Content Managers, strategy development, ideation, production, project management and measurement of performance.

Responsibilities

- Managing & mentoring a team of Content Managers
- Organizing the monthly work bank for the content team, in relation to the SEO monthly plans
- Create brand positioning including current tone, voice and language
- Working with Sports Marketing Manager to ensure expectations are exceeded
- Strategy development of online content in line with business and SEO Objectives
- Championing channel development and new product offerings within the content team
- Putting together briefing documents and content best practice documents
- The production, editing and publishing of content
- Working collaboratively with our PR Team to develop and produce content marketing initiatives
- Measuring the value of the content created to develop ongoing content strategy in line with target audiences and objectives
- Training and empowering internal teams on content best practice

- Working on new business pitches and the delivery of bespoke content presentations

Requirements

- Previous management experience, and have an inspiring, empathetic and nurturing management style to engage & develop a team of Content Managers.
- Experience planning large-scale projects and be skilled at producing reports to measure content success
- Digital marketing & retail industry experience as well as in-depth knowledge of SEO best practices and Google Analytics. Content marketing in a business context would also be preferable.
- Organized with strong relationship building skills, able to produce high quality work within guidelines to deadlines.
- Have outstanding initiative, bringing a creative flair your passion for Football content and marketing.
- Confidence in presenting
- Excellent copy writing and creative skills, ensuring that content is designed to be engaging, appealing, attractive, and modern and fans centric.
- Ideally have experience working in or with PR teams to deliver strong and relevant campaign content to perspective customers

Approved by:	JB Hired (on behalf of CEO)
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