



MARKETING MANAGER, VICE SPORTS

ROLES AND RESPONSIBILITIES

- You must be intimately familiar and passionate about the major US sports and leagues of today, and have already worked in the industry in some capacity.
- Beyond launch, you're leading the promotion and success of the VICE Sports platform, new marketing campaigns that you will help ideate and bring to life, and daily video and editorial content.
- Content and platform marketing experience is necessary and will be an important function of this position.
- Lead the ongoing strategy and execution for VICE Sports social publishing, community, and audience growth strategy – both on the VICE Sports site and across key social platforms.
- Develop original initiatives, collaborations, and partnerships with other publishers, communities, or social personalities that are designed to elevate VICE Sports brand awareness in its infancy and distribute content.
- Proactively monitor site, content, and platform analytics to mitigating any-and-all foreseeable road bumps and constantly improve how we distribute and create new content.

QUALIFICATIONS

- Bachelor's Degree in a relevant field
- At least 3 years experience in digital strategy or social marketing
- Experience cultivating and engaging online community with proven success is a must.
- Hands-on experience using and acting on data collected from Google Analytics, and social platform-native analytics dashboards is a must
- Genuine understanding of and passion for popular sports culture
- Superior organizational, interpersonal and management skills

HOW TO APPLY

<https://workforcenow.adp.com/jobs/apply/posting.html?client=VICE>