

USA Hawks Social Media Manager:

A Social Media Manager is responsible for overseeing the Hawks' interactions with the public by implementing social media platforms' content strategies. Their duties include analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online. This role will report directly to the committee head, operations manager and the USARL INC Board.

This organization solely focuses on the betterment of Rugby League and makes policies and plans for the development of Rugby League as a whole.

Duties (include but not limited to):

- Brand Development

Connect, collaborate and obtain the existing branding and logo from the Hawks Mens' team representative to ensure branding uniformity.

- Set Clear Objectives

Define and create realistic goals with subcommittee members, to include a content calendar that falls in-line with current trends.

- Visual Design and Web Development Strategy

Visual branding must be uniform and consistent, all material and content must be organized and updated accordingly.

- Develop Solid Content Strategy
- Evolve and Maintain Engagement Strategy

All actions taken by the Women's committee must be communicated, ratified and have approval by the USARL INC National Governing prior to the execution. The role of Social Media Manager will be expected to edit and approve all content prior to posting.

Requested Professional Qualifications:

Education-

- Highschool diploma or equivalent
- AA or A/S with 2 years' operations management experience

- or a Bachelor's degree in Business Administration
- ***Master's degree in Business Administration (a plus but not required)

Experience-

- 2-3 years' experience in managing a company's operations
 - Ability to work remote
 - Effectively communicate over many channels
 - Innovative team player
 - Budget management skills

*These are the basic requirements to suit the role of a non-profit operations manager. This is a newly developed role and is subject to change; duties and tasks may be added or deleted as the committee evolves. This role is voluntary with the expectation that a 90-day evaluation period be enforced such that the committee and the candidate can ensure the selected resource is a good fit within the team.