DELTONA YOUTH SOCCER

1200 Saxon Boulevard, Deltona FL 32725
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Position Title: Social Media, Marketing & Communications Manager
Organization: Deltona Youth Soccer Club
Location: Deltona, FL
Reports To: VP of Staff & President of Board
Status: Paid Position

Role Summary

The Social Media, Marketing & Communications Manager leads DYSC's digital presence, brand positioning, and external communications strategy. This role amplifies the club's visibility, drives community engagement, supports revenue opportunities through targeted campaigns, and ensures consistent branding across all media platforms. The Manager serves as the storyteller-in-chief—translating the club's core values into engaging narratives and impactful marketing initiatives.

Primary Responsibilities:

- Develop and implement an integrated marketing and communications strategy.
- Oversee all club communications (social, print, digital, website, email).
- Manage and grow DYSC's presence on platforms such as Instagram, Facebook, TikTok, etc.
- Create and distribute high-quality multimedia content (photos, video, graphics).
- Run paid campaigns for registrations, sponsorships, tryouts, and events.
- Maintain and update the DYSC website with timely, relevant content.
- Capture real-time content from games, events, and community activities.
- Develop monthly newsletters and coordinate with Director of Soccer for releases.
- Support lead generation and engagement conversion strategies.
- Collect and report key audience metrics, trends, and campaign performance.
- Ensure clear brand voice and visual consistency across all assets.

Required Qualifications:

- Experience in marketing, communications, or social media management.
- Proficiency with digital content tools (Canva, Adobe Suite, Meta Business Suite).
- Familiarity with youth sports audiences and community engagement strategies.
- Strong writing and editing skills.
- Bilingual in English and Spanish strongly preferred.

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- Experience with analytics platforms, scheduling tools, and CRM integration.

Key Performance Indicators (KPIs):

- 2 Social Media Growth Reports (Fall & Spring)
- 2 Engagement Reports (likes, shares, reach, etc.)
- 2 Content Deliverables Reports per season (flyers, video, graphics, etc.)
- Monthly analytics and audience insights
- Newsletter open/click rates and lead conversions
- Sponsorships or registration inquiries generated by marketing

Reports To:

- Vice President of Staff
- President of BOD

Red Flags:

- Inconsistent posting or communication schedule
- Declining engagement without proactive resolution
- Poor or delayed community responses
- Misalignment with DYSC's brand and values