



About Cook Inlet Soccer Club (CISC):

CISC is a nonprofit 501(c)(3) based in Anchorage, Alaska and conducts year-round recreational and competitive soccer programs for Alaskans 3-18 years old. Since its founding 40 years ago, CISC has grown to the largest youth soccer club in Anchorage and the most successful in the state. Each year, CISC has 2,000 registrants at the recreational and competitive level. CISC has won more than 68 state championships, including 8 of 16 state championships in 2019, and 100+ local or national tournaments. Additionally, the club has helped more players reach the next level than any other Alaska soccer club.

About the Role:

The digital media and communications specialist manages CISC's online presence, promotes its programs and drafts and distributes club-wide updates and communications.

This role will lead CISC's digital and social media marketing and communications efforts to strengthen CISC's reputation, build awareness about its recreational and competitive programs and solicit participants, periodically update the website and draft and distribute club-wide email communications. The ideal candidate is a strong writer, understands digital, social and email marketing and has experience using platforms such as WordPress, Canva, Google AdWords and Constant Contact.

The position is fully remote, up to a year-long contract with a three-month trial period and an opportunity to renew. Candidates must live in Anchorage. No benefits are associated with this contract. Contract is for up to \$1,000/month based on experience.

About the Work:

- Manage and grow CISC's social media channels through content strategy, creation, and leading the publishing and monitoring across its social media channels (Facebook, Instagram, Twitter)
- Generate social media content in line with CISC's voice, tone and brand
- Create clear, compelling, and engaging content such as press material, e-newsletters, announcements, blog posts, and social media content that is consistent with CISC's brand (approximately four e-newsletters per year and periodic announcements in between, at least two social posts per week)
- Develop and execute digital, email and social media ad strategies and campaigns to promote registrations for CISC's programs, camps and fundraising efforts
- Manage the day-to-day messaging, monitoring, and moderation of CISC's social media channels
- Create micro-content such as social graphics, animated GIFs, and short-form videos
- Track and monitor digital and social media performance, trends, and report actionable insights
- Provide recommendations for platform and content optimization.
- Periodically update CISC's website
- Work with CISC's executive director, director of recreation, director of operations and director of coaching to support CISC programs through digital and social media marketing and email communications



-
- Stay current on digital and social media trends and bring ideas forward that can help CISC reach its goals

About You:

- Experience in internal/external communications, social media, public relations, marketing in an agency or corporate/nonprofit environment
- Strong writing, grammar, and creative copywriting skills
- A keen visual sense, an eye for detail, and mastery of both technical and aesthetic best practices for images and video
- Exceptional organizational and project management skills; executing with speed, accuracy, and efficiency with strong attention to detail
- Flexible, self-starter who works independently with minimal supervision but has a proven ability to work effectively in a team environment
- Detail-oriented, highly organized and able to manage multiple tasks/projects simultaneously
- Ability to react and respond quickly to time-sensitive situations
- Experience with: Canva, Constant Contact, WordPress, basic video editing, Google Analytics, Google AdWords and social media content creation, advertising, and management
- Soccer experience and knowledge preferred, but not mandatory

How to Apply:

- Submit a brief cover letter, resume, writing samples and links to any social media channels you manage to pr@ciscsoccer.org.