

Position: **Communications Coordinator**

Start Date: September 2022

Employment Type: Full-Time



POSITION SUMMARY

Skyline Social and Games is looking for a talented Communications Coordinator to coordinate and schedule marketing campaigns for leagues and special events. The ideal candidate will be innovative, creative, entrepreneurial, and detailed-oriented. The Communications Coordinator will be responsible for writing engaging content and collaborating with a team to showcase all the unique entertainment features Skyline has to offer. This role requires strong writing skills that use creativity to expand engagement. Day-to-day duties will primarily focus on writing for social media, digital, and mass communication via email platforms.

Skyline Social and Games is an established leader in the rapidly growing entertainment industry in the Duluth area. After undergoing multi-million-dollar renovations and expansions in the past few years, we have our sights set on developing and providing best-in-class experiences, as we prepare to take our concept to other markets.

RESPONSIBILITIES

Manage website & email database

- Manage an up-to-date database for league and guest communications
- Write creative email templates for mass communication
- Manage updates on our website and league registration platforms
- Outline newsletter with a blog to communicate promotions and offers to guests

Create content for social media

- Write creative copy for social media posts with coordinating content (pictures and videos)
- Customize content for external groups to align with the brand and marketing strategies
- Capture and create real-time, behind-the-scenes promotions
- Generate ideas for content creation and required assets

Implement & schedule an integrated marketing communications plan

- Schedule social media posts in advance for multiple campaigns, customized to each platform
- Create social media events with scheduled updates throughout the campaigns
- Communicate scheduled updates within our social media groups
- Coordinate communication for multiple tactics and digital platforms (email, social media, website, etc.)

Engage with guests & build community

- Respond quickly to reviews on social media platforms and external, local listings
- Engage with guests' comments and messages to encourage more engagement and a positive reputation
- Grow the audience on each social media platform

Communicate brand's personality through copy & social media platforms

- Embody the voice and personality behind the brand with creative and entertaining communication

QUALIFICATIONS & REQUIREMENTS

- Excellent organizational habits
- Creative writing and communication skills
- Detail-oriented and proactive
- Demonstrated ability to work independently on multiple projects and work collaboratively within a team
- Ability to multi-task and prioritize projects based on deadlines
- Take pride in work
- Proficient in digital platforms, such as social media and email marketing

- Willingness to work occasional nights and weekends to document and publish special events on our social media

COMPENSATION

- Salaried position
- Medical plan
- Retirement savings plan with employer match
- Paid time off, paid maternity leave, and paid holiday to spend time with friends and family
 - Including Christmas Day, Memorial Day, Independence Day, and Labor Day
- Free and discounted entertainment
- Meal compensation plan

APPLICATION PROCESS

Please include the following to the email address attached below:

- Cover letter
- Resume
- Three professional references

JOB DETAILS

Application deadline: Friday, September 30, 2022

Shifts: flexible schedule, mostly weekdays with some weeknights or weekends for special events

ABOUT SKYLINE SOCIAL & GAMES

Summer season: <https://youtu.be/VtKHN5O2d50>

Winter season: <https://youtu.be/DhG3OlzTSc0>

CONTACT INFORMATION

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