



LA84 Foundation Position Posting: Communications & Audience Engagement Manager

TITLE: Communications & Audience Engagement Manager

THE ORGANIZATION: As a legacy of the 1984 Olympic Games, the LA84 Foundation continues to be a nationally recognized leader in support of youth sport programs and elevating the importance of sports in positive youth development. LA84 seeks to provide an opportunity for every child to participate in sports and experience the wide range of positive outcomes associated with youth sport participation. Since its launch in 1985, LA84 has invested millions in the communities that supported the Games, reaching more than 3 million youth throughout Southern California, from Santa Barbara to San Diego County. The LA84 Foundation continues to promote the spirit of the 1984 Olympic Games by convening and engaging local, national and international audiences about the role of sport in society, and the impact of the Olympic Games on host cities, especially as we look ahead to the 2028 Games. LA84's headquarters is located in the historic Britt House near downtown Los Angeles, where it houses meeting facilities and the world's premier sports library. For more information, please visit www.la84.org.

Position Summary:

Responsible for the management and coordination of overall social engagement strategy and schedules for all relevant social platforms, working with internal teams and partners on brand development, social promotion strategies, content amplification, audience engagement strategies, and managing social coverage of live events (for both LA84 and the Play Equity Fund).

Essential Functions:

- Responsible for the management and coordination of overall communications strategy for LA84 Foundation and the Play Equity Fund across platforms, inclusive of: email, social media, websites, PR, events, B2B and B2C campaigns and others.
- Responsible for the audience engagement strategy, social media content strategy and production, and the programming/scheduling strategy for all relevant social platforms, working with internal teams and external consultants/advisors.
- Responsible for all the copywriting functions of the organization for any communications material, collaborating with internal stakeholders and external partners, advisors and consultants.
- Responsible for executing social promotion strategies, fan engagement strategy and execution, and managing social coverage of live events (for both LA84 and the Play Equity Fund).
- Lead creation of social-first content assets for brand development and marketing initiatives, creating and distributing custom content for larger initiatives.
- Develops all paid social media strategies for the organization.
- Work closely with the Marketing Director and the CEO to gather and operationalize strategic insights from analytics and historical data, establish benchmarks, and work toward KPIs and goals.
- Develop social media marketing strategy and execution for key initiatives as The LA84 Sports Summit, the Play Equity Movement campaign, Play Day and others.

- Develops and executes influencer marketing strategy for the organization and specific key initiatives.

Basic Qualifications :

- Minimum 3 years experience in social media marketing or social content creation.
- Minimum 1 year experience in email marketing or newsletter creation and distribution.
- Extensive social media knowledge and content development experience.
- Excellent writing and editing skills with the ability to align creative strategy with overall business objectives.
- Video production skills (using mobile devices or small portable cameras like GoPro and similar).
- Entrepreneurial spirit.
- Strong problem solving, analytical and presentation skills.
- Polished in presentation and communication.
- Demonstrate ability to champion projects from concept to completion.
- Highly creative mind with a passion for storytelling.
- Ability to operate on both analytic and creative levels.
- Excellent time management skills, with the ability to multitask in a fast paced environment
- Proven competency across social platforms including Facebook, Twitter, Instagram, TikTok, Snapchat and YouTube, as well as staying up to date on emerging platforms.
- Proven competency across email marketing and newsletter platforms.
- Strong work ethic and high level of confidentiality, as well as precise attention to detail and sound judgement as it relates to brand safety.
- Experience in Sprinklr publishing and reporting, Facebook ad manager, Facebook Business Manager Insights, Keynote presentations, and various social media reporting tools (Shareablee, ListenFirst, Tubular, Crimson Hexagon, others).

WORKING CONDITIONS:

- General office environment.
- Physical demands include lifting and moving equipment and supplies up to 25 pounds, visual acuity in reviewing detailed computer records, physical requirements related to sports activities and periodic travel.
- Occasional weekend, late afternoon, and evening hours.

The above description is intended to describe the general nature and level of work performed and is not intended to limit the scope of potential work assignments.

To apply: Please send resume, cover letter and the names, phone numbers and email addresses of three professional references by e-mail to officemanager@la84.org . Please use as subject heading "Communications & Audience Engagement Manager" and your last name. Review of applications will continue until the position is filled.