

**Illinois High School Association
Job Description for
Director of Social Media**



POSITION OVERVIEW

Screened by:	Executive Director & IHSA Staff
Appointed by:	Board of Directors
Tentative Timeline:	Online interviews in mid-May; In-person interviews later in May
Tentative Start Date:	Summer 2025
Work Environment:	In-office at IHSA office in Bloomington, Ill.
Compensation:	Salaried position with benefits. Pay commensurate with experience.
Apply:	Apply online: https://forms.cloud.microsoft/r/bjkTqcF7zV
Deadline:	May 9, 2025

The IHSA is seeking a passionate storyteller to develop and implement social media strategies that further the mission of the Association. There are amazing things happening every day within the athletic and activity programs of the 800+ member high schools who constitute the IHSA. The qualified candidate will amplify the accolades of students, coaches, and communities throughout the state. Each sport and activity culminates with the IHSA State Finals, and the Director of Social Media will be on-site at many of these events to highlight what makes the IHSA State Final experience so special. This individual will also promote IHSA initiatives, seek to elevate membership communication, cultivate strategic partnerships, and engage other key constituents.

QUALIFICATIONS & EXPERIENCE

Minimum Requirements:

- Bachelor's degree in Social Media Management, Communications, Sports Management, Education, or a related field.
- Proficiency in Social Media platforms that include Facebook, Instagram, TikTok, and X.
- Ability to showcase past content creation through a digital portfolio or other means.
- Photo/video shooting and editing experience.
- Strong copywriting and editing abilities.
- Experience using analytics to judge effectiveness of posts.

Preferred Qualifications:

- Experience running social media accounts for a business or team.
- Marketing and brand management experience.
- High school athletic or activity participation or coaching.
- Expertise in Microsoft products and modern workplace technology/software platforms.
- Confident and effective communicator.

OTHER KEY COMPETENCIES

- Creativity and an eye for design/branding within the IHSA Mission.
- High level of organization, accuracy, and attention to detail.
- Ability to work independently and make sound decisions.
- Strong interpersonal and relationship-building skills.
- Exceptional written and verbal communication skills.
- Experience working on deadlines.