



Digital Content Strategist

Summary:

The Digital Content Strategist will focus on collecting data driven analytics to drive strategy for digital content creation, including digital ad sales and placement recommendations, increased social media presence and performance, and the creation of a new social media influencer program. In coordination with USA Archery staff, they will develop and implement strategies to grow fan base, foster participation, engagement, and loyalty within the USA Archery community through various digital channels. This involves creating engaging content, monitoring online interactions and analyzing key metrics to drive merchandise sales, brand awareness and sport growth.

Duties:

- Assist in development and implementation of a comprehensive social media content calendar to include integrations with website content, email marketing, paid advertising to support multi-channel campaigns.
- Plan, implement, and manage digital advertising campaigns across platforms (e.g., Meta, Google, Snapchat, TikTok, X, LinkedIn, YouTube, etc.), including the setup and tracking of GA4, Meta Pixel, and other analytics tools.
- Monitor and analyze performance data to generate regular reports, assess ROI, and inform content and ad strategy adjustments to increase merchandise sales and membership numbers.
- Spearhead the development and management of a digital influencer network and serve as the lead for USA Archery's new Influencer Advisory Council, including organizing and hosting virtual meetings.
- Collaborate cross-functionally to optimize the promotion of e-commerce, product placement, memberships, events, programs via social media and other digital marketing.
- Create and manage retargeting ads, and other customer engagement initiatives to drive conversions and retention.
- Stay current on digital marketing trends and emerging technologies to recommend innovative engagement strategies.
- Support digital initiatives and campaigns aligned with USA Archery's values and strategic goals.

Compensation:

- This is a contract position paying \$3,000/month.

Travel:

- Travel to events and/or marketing shoots required. Reimbursement for pre-approved travel expenses will be provided.

Work Conditions:

- Remote-based with flexible project-based workload with potential for ongoing work depending on organizational needs.

Application Process:

Please send resume and cover letter to careers@usarchery.org.

Deadline to Apply: June 20th, 2025

About USA Archery:

Learn more about USA Archery at www.usarchery.org