



**JOB TITLE:** Manager, #Content and Digital Strategy  
**SALARY GRADE:**  
**PAY STATUS:** Exempt  
**DIVISION:** Marketing & Communications  
**REPORTING TO:** Director of Marketing, Communications & Community Engagement  
**NO. OF POSITIONS:** One  
**DATE:** September 2021  
**POSITION LOCATION:** Nashville Superspeedway in Lebanon, Tenn.

---

**WHO YOU ARE:**

A creator...a visual and wordsmithing storyteller...a self-starter...a social media guru...an enthusiastic lover of (motor)sports, live entertainment, people and pop-culture. You have a hunger for innovative ideas and a true passion for creating dynamic and effective content, engaging in meaningful interactions with our constituents and growing our various platforms. You think outside the box, possess an innate drive to consistently create, and have an eye for what constitutes engaging content. With a “no task is too small” mentality, you also strive to be helpful, engaging and knowledgeable of all things NSS.

**JOB SUMMARY:**

Nashville Superspeedway (NSS) is seeking a talented social media expert and content creator to manage the day-to-day execution of its social media and digital channels. This individual will ensure our social content is optimized for success and aligned with the organization’s brand, marketing and revenue generating goals and objectives. Responsibilities for this position include, but are not limited to: strategy ideation, content creation and distribution, scheduling and tracking across social media platforms, and asset (video, photo) management. The Manager, #Content may also assist with other digital communications tasks such as website management, email marketing and digital advertising. This position plays a crucial role in directly communicating with our constituents while also fostering community growth and engagement as NSS continues to build upon its wildly successful rebirth over the past year.

**ESSENTIAL FUNCTIONS:**

- Lead NSS’s social media and digital content ideation, creation, execution, and reporting for all current and emerging platforms and channels
- Build and maintain a daily, weekly and monthly social media calendar to deliver original high-quality social media content for NSS and partner organizations
- Responsible for identifying and creating exciting and compelling content that drives conversation and engagement around the sport of NASCAR and live-entertainment through Middle Tennessee
- Develop content that connects Nashville Superspeedway to the community, current events, trending topics and pop culture in a way that is relevant to the NSS brand and demographic
- Utilize brand guidelines to further develop tone, voice and audience both in our industry and market
- Produce unique and original content via video editing (Premiere, After Effects) and Photoshop for use across NSS social media and digital platforms
- Identify opportunities to re-purpose or amplify existing content for cross-platform optimization
- Work cross-functionally with revenue generating units in the planning, execution and tracking of social/digital deliverables, partner activations and branded content

- Leverage analytics tools and social listening to increase social media and website effectiveness, track overall performance and compile monthly reporting
- Monitor social media platforms in order to interact, engage and communicate with followers, and those NSS follows, when appropriate
- Support communications staff in the maintenance of NashvilleSuperSpeedway.com
- Continually examine other brands, tracks, trends and emerging platforms to ensure NSS is as effective and timely as possible
- Provide general graphic design support for NSS units as needed for such things as social graphics, ticket sales flyers, etc.

**ADDITIONAL FUNCTIONS:**

- Perform other duties as assigned
- Support Dover International Speedway events as needed

**REQUIREMENTS/EDUCATION:**

- Bachelor's degree required – Journalism, Media or Communication, Graphic Design, or Sports Management preferred
- 3+ years' experience in social media; sports or entertainment experience preferred
- Strong understanding of the current social landscape, including creating content for Instagram, Twitter, Facebook, TikTok and LinkedIn with proven results
- Must be proficient with Microsoft Office and Adobe Suite, specifically Premiere and Photoshop, with the ability to design, produce and edit features, stories, etc.
- Creative, energetic, and proactive approach to work with the ability to produce in a fast-paced environment under quick turnaround times, across multiple projects.
- Strong social media copywriting skills with the ability to shift tone of voice
- Must possess excellent written and oral communication skills
- Must be able to solve problems and deal with a variety of situations
- Must present an overall professional appearance
- Flexibility and willingness to work extended hours, evenings, weekends, holidays, special events, etc. as needed

**The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all work requirements that may be inherent in the position.**

**Nashville Superspeedway and Dover International Speedway is an equal opportunity employer.**

**HOW TO APPLY:**

[CLICK HERE](#) to apply for this position.

**ADDENDUM TO JOB DESCRIPTION**

These are physical and mental requirements of the position as it is typically performed. Inability to meet one or more of these physical or mental requirements will not automatically disqualify a candidate or associate from the position. Upon request for a reasonable accommodation, the Company will review for reasonableness, depending on the requirement, the essential functions to which it relates, and the proposed accommodation.

Physical Requirements					
X	Seeing		Pushing / Pulling		Bend, stoop, kneel
	Color Perception (Red /Green)		Climb, Ascend, Descend Stairs		Other (specify):
X	Hearing / Listening		Lift 15 pounds		
X	Clear Speech		Carry 15 pounds		
	Touching		Drive (local / long distance)		
	Dexterity		Ability to Move Distances		
	Hand		Ability to Mount / Dismount (Forklift / Truck)		
	Finger	X	Ability to Sit / Stand for extended periods		

Mental / Reasoning Requirements					
	Reading – Simple		Writing – Simple	X	Analysis / Comprehension
X	Reading – Complex	X	Writing – Complex	X	Judgment / Decision Making
	Clerical	X	Basic Math Skills		

Work Environment					
X	Shift Work		Outside		Pressurized Equipment
	Works Alone		Extreme Heat		Moving Objects
X	Works with Others		Extreme Cold		High Places
X	Verbal Contact with Others		Noise		Fumes / Odors
X	Face-to-Face Contact		Mechanical Equipment		Hazardous Materials
X	Inside		Electrical Equipment		Dirt / Dust

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.