



## **STMS Website & Social Media Content Manager**

### **Job Brief:**

The STMS website and social media content manager will be responsible for creating, improving and maintaining website and social media content to achieve STMS business goals. Duties will also include sharing content to raise brand awareness and monitoring web and social media traffic and metrics to identify best practices. Ultimately, you will oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.

### **Primary Responsibilities:**

- 1) Gain competence with Your Membership platform.
- 2) Develop content strategy aligned with short-term and long-term STMS marketing targets.
- 3) Collaborate with STMS members and business partners to help with marketing and design to plan and develop site content, style and layout.
- 4) Help create and post engaging website and social media content.
- 5) Edit, proofread and improve website and social media content.
- 6) Liaise with STMS members to ensure brand consistency.
- 7) Optimize content according to SEO.
- 8) Use content management systems to analyze website traffic and users engagement metrics.
- 9) Manage content distribution to online channels and social media platforms to increase web traffic.
- 10) Ensure compliance with law (e.g. copyright and data protection).
- 11) Stay up-to-date with developments and generate new ideas to draw audience's attention.

**ALL INTERESTED PARTIES PLEASE SUBMIT AN UPDATED CV TO  
Paul Caldwell, MD at [info@tennismedicine.org](mailto:info@tennismedicine.org)**