



Job Title: Director of Social Media Marketing

Location: National Thoroughbred League Las Vegas Headquarters or Remote

Reports To: Chief Marketing Officer

The National Thoroughbred League is looking for a dynamic Branded Content Director with experience in developing and delivering creative strategies tailored to contributing to multiple advertiser campaigns targeted at NTL fans and patrons.

The Mission of the NTL is to deliver the greatest sports and entertainment experience in the world. We bring joy, energy and excitement through our league of NTL teams. Safety of horses, jockeys and all participants is our priority. And innovation, inclusivity and sustainability are the core drivers of our future growth and value in the horse racing industry. The Value of the NTL are:

Passion: The National Thoroughbred League is driven by a passion for horse racing and a deep commitment to creating unforgettable experiences for its fans and stakeholders.

Excellence: The league is dedicated to achieving excellence in all aspects of its operations, from event management to marketing to innovation.

Teamwork, Respect, and Safety: NTL fosters a culture of teamwork and respect among its employees, participants, and partners. The league prioritizes the safety and well-being of horses, jockeys, and all individuals involved in its events.

Inclusivity and Community: NTL embraces diversity and inclusivity, striving to create a welcoming environment for all fans, participants, and stakeholders. The league actively engages with local communities and supports initiatives that promote the growth and sustainability of the horse racing industry.

Job Description:

Job Location: Las Vegas or Remote

NTL is looking for a dynamic Branded Content Director with experience in developing and delivering creative strategies tailored to contributing to multiple advertiser campaigns targeted at NTL fans and patrons.

This position will report to the Chief Marketing Officer and will collaborate closely with our sales and sponsorships team to write, assign, edit and publish content that meets sponsor goals/objectives and aligns with our content guidelines.



We are searching for someone with a strong background in editing, writing and digital media to present innovative ideas to clients, edit content and create exciting stories across digital and social media platforms. Expertise in sports, horse racing, and consumer-focused or brand-focused content is a huge plus.

If you're looking for challenges and opportunities similar to those of a startup with the benefits of a seasoned and successful company, then read on:

Responsibilities:

- Collaborate with the Chief Marketing Officer and Chief Experience Officer to build and scale branded media content efforts, including video and written campaigns across existing and emerging platforms
- Manage various creative elements from ideation to production, including sponsored and branded articles, social copy, newsletters and other copy as needed.
- Generate compelling creative pitches tailored to fans and sponsors and collaborate closely with business development, sales and social media teams to brainstorm new content implementation ideas.
- Recruit, train and support new branded content freelancers.
- Work closely with the Chief Experience Officer in managing the day-to-day content workflow and requests for sponsored campaigns.
- Leverage NTL data to execute creative strategies across all content in line with sponsor objective, NTL content guidelines and SEO best practices.
- Collaborate with the team to establish best practices for branded content strategies, including editorial guidelines, templates, imagery and social media standards, while keeping up with industry developments to grow audience engagement.
- Work collaboratively with the leadership team to create and manage all creative content, ensuring deliverables are met.
- Conduct detailed keyword research to find the most relevant and effective terms/phrases with the highest ROI
- Analyze high-performing competitor domains to provide insight and opportunities for future growth
- Optimize current content including the title tag and meta description, headers, and copy through robust content briefs to improve ranking and internal linking improvements
- Compile backlink analysis to assist SEO team with outreach opportunities
- Run site crawls, build templates, and construct data visuals for tracking, analyzing, implementing, and reporting on site updates that drive positive change.
- Monitor and analyze overall site performance including rankings and conversion



Requirements:

- At least 3-4 years of experience in digital media
- At least 1-2 years' experience writing or editing branded content for a publisher, creative studio or agency preferred.
- Strong client-facing presentation skills
- Extensive knowledge of social media and digital media
- Ability to independently hit multiple deadlines across a variety of projects.
- Strong understanding of sports, consumer, or horse racing topics
- Willingness to learn and expand skills.
- Ability to ideate, research, write and edit quickly on a variety of topics.
- Organized, detail-oriented, nimble and open to changes in strategy.
- Experience with on-page SEO including keyword research, competitive analysis, internal linking, and content briefs
- Experience with off-page SEO -- you've worked on outreach projects before and have sourced relevant external web pages
- Experience with conversion rate optimization (CRO) and working with sales to identify and implement opportunities to grow conversion rate and revenue.
- Experience with data analysis – you're very data-oriented and able to use data to support the strategies you pitch to implement on site
- You've used SEO tools like Ahrefs, SEM Rush, GSC, and Google Analytics
- Working knowledge of technical SEO elements such as schema, canonicals and site speed
- Have a passion for continued learning and staying up to date on industry news
- Highly organized, with very strong attention to detail
- Skilled in time management and working autonomously – you're able to take action where and when needed (based on data analysis) without requiring specific instruction
- Knowledge and experience with WordPress and other CMS

Benefits:

- Competitive compensation package
- Ability to work remotely.
- Four Weeks PTO
- Home office setup
- Wellness Reimbursement

To Apply: Email HR@NTL.Racing



Additional Information

NTL provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.