



Social Media Coordinator
WWT Raceway & Gateway Kartplex

Job Type: Full-Time

Location: 700 Raceway Blvd. Madison, IL 62060 (5 Minutes from Downtown STL)

About Us

World Wide Technology Raceway (WWTR) is the home of NASCAR, INDYCAR, and NHRA racing in St. Louis' Metro East region. Located just five minutes from downtown St. Louis and covering nearly 700 acres, WWTR is the largest outdoor entertainment facility in the area. WWTR's facilities include a 1.25-mile superspeedway; 1/4-mile drag strip; 2.0-mile road course; the Gateway Kartplex state-of-the-art karting facility; and the adjacent Gateway National Golf Links.

Job Overview

We are looking for a Social Media Coordinator to develop, implement, and manage our social media strategy across various platforms. The ideal candidate is creative, detail-oriented, possesses a strong understanding of current social media trends, and has experience in the motorsports industry. This role will play a crucial part in elevating our brand presence and engaging with our target audience effectively.

Responsibilities

- Develop and implement a comprehensive social media strategy to increase brand awareness, engagement, drive traffic to our online platforms, bring value to our sponsors, and keep the community informed of everything happening at WWT Raceway.
- Create, curate, and manage all published content (images, video, written) across social media channels, ensuring it aligns with our brand voice and guidelines.
- Have an eye for design and skills among some of the following: Photoshop, Canva, video editing,
- Monitor social media trends, tools, and applications, and leverage them to enhance our social media presence.
- Engage with followers and respond to comments and messages promptly, fostering a positive online community.
- Collaborate with cross-functional teams to ensure social media content aligns with overall marketing initiatives and business goals.

- Analyze social media metrics and generate regular reports, providing insights and recommendations for continuous improvement.
- Stay informed about industry trends and competitor activities to identify new opportunities and best practices.
- Design and implement direct email marketing campaigns that target and highlight key sponsors and consumers of the Raceway. This will include servicing sponsor commitments, informing the public of our events, and sharing relevant news.
- May include other duties as assigned.

Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Social Media Coordinator or similar role.
- Solid understanding of social media platforms, trends, and best practices.
- Proficient in social media management tools and analytics.
- Strong written and verbal communication skills.
- Creative mindset with the ability to develop engaging content.
- Detail-oriented with excellent organizational and multitasking abilities.
- Familiarity with the motorsports industry is a plus.
- Must be able to work weekends for certain events.

What We Offer

- Flexible Schedule
- 401K
- \$35,000- \$42,000 per year

How to Apply

Interested candidates are invited to submit their resume, cover letter, and a portfolio of relevant work to karmstrong@wwtraceway.com. Please include "Social Media Coordinator Application" in the subject line. The deadline for applications is February 29.

World Wide Technology Raceway is a multi-purpose venue hosting a variety of events including NASCAR, NHRA and INDYCAR. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Application Deadline: February 29.