**Digital Content Manager**

**Location:** Pennsylvania

**Reports To:** Marketing Director

**Employment Type:** Full-Time

**Position Summary**

Special Olympics Pennsylvania is seeking a creative and detail-oriented social media & Video Content Specialist to lead our social media strategy and produce compelling video content that drives engagement and brand awareness. This role combines strategic planning with hands-on content creation—managing day-to-day social media activity across platforms while editing and producing short-form videos tailored for each channel. The ideal candidate is fluent in trends, storytelling, and analytics, and is passionate about using video and digital platforms to connect with diverse audiences.

**Key Responsibilities**

**Social Media Management**

* Manage and personalize content calendars for Special Olympics Pennsylvania Social Media accounts
* Develop, schedule, and execute high-quality and localized social media content tailored to each region.
* Collaborate with the Marketing Team to ensure alignment with state and national messaging while incorporating regional relevance and storytelling.
* Work alongside the regional teams to identify athlete and volunteer stories in the regions that showcase Special Olympics Pennsylvania’s mission and then harness the power of storytelling to amplify on social media through interviews, photos, reels and more
* Monitor engagement and trends across platforms to optimize performance and community interaction.
* Engage with followers in real time—responding to comments, messages, and mentions
* Track and report on KPIs and engagement metrics; adjust strategies accordingly
* Stay up-to-date on social media trends, tools, and best practices
* Manage our athlete social media ambassador committee

**Video**

* Shoot, edit, and produce high-quality short-form videos optimized for social media
* Repurpose existing footage into new engaging formats (e.g., reels, stories, YouTube Shorts)
* Collaborate with other departments (marketing, programs, etc.) to support storytelling and promotional goals
* Ensure all video content is brand-aligned and accessible (including captions, formatting, etc.)

**Qualifications & Experience**

* 3–5 years of experience in social media management and/or video editing
* Proven ability to manage social media platforms and tools (e.g., Meta Business Suite, Canva, Buffer, Hootsuite).
* Experience managing brand accounts across major platforms
* Strong project management and organizational skills, with the ability to handle multiple initiatives simultaneously.
* Proficiency with video editing tools (e.g., Adobe Premiere Pro, CapCut, Final Cut Pro, etc.)
* Strong writing and visual storytelling skills
* Ability to analyze performance data and translate insights into action
* Comfortable working independently and collaboratively in a fast-paced environment
* Passion for community engagement and mission-driven work
* Proficiency in the use of Microsoft Office software
* Bonus: Photography, motion graphics, or live streaming experience

**Minimum Requirements:**

* Flexible schedule to include limited nights and weekends with overnight travel as needed to support initiatives
* Have own reliable transportation, good driving history, and valid driver’s license
* Statewide travel to support initiatives
* Criminal history checks and fingerprinting are required of all SOPA employees during their employment. Your employment is conditional, pending the results of the background checks.

**APPLICATION INSTRUCTIONS**

Please submit your resume, a cover letter outlining your relevant experience, and 2–3 examples of social media content and videos that you’ve developed to [careers@specialolympicspa.org](mailto:careers@specialolympicspa.org).

No phone calls will be accepted. Resumes sent for positions other than this posting will not receive a response. Communications from recruiters will not be acknowledged.

Special Olympics Pennsylvania is proud to be an equal opportunity employer.  We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, national origin, political affiliation, sexual orientation, marital status, disability, neurodiversity, age, parental status, socio-economic background, military service, or any other characteristic or status protected by applicable law.

We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves and can do their best work.

**ORGANIZATION DESCRIPTION**

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports to 16,000 children and adults with intellectual disabilities or closely related developmental disabilities. For 50 years, SOPA and its 54 local programs have used the power of sports to transform the lives of people with intellectual disabilities and unite everyone by fostering community and building a more acceptable and civil society. SOPA is much more than a sports organization. Through its Athlete Leadership Programs, athletes assume meaningful leadership roles, influence change within the Special Olympics movement and take on roles as Global Messengers (trained as public speakers for Special Olympics), athlete representatives, coaches, board members and more. SOPA also addresses major challenges facing its athletes including healthcare. The Healthy Athletes program offers athletes free health screenings in the form of eye, ear, dental and podiatry assessments. Athletes are also taught how to live active lifestyles, eat healthy and more. Additionally, SOPA strives to create a unified world by promoting inclusion, uniting communities, and changing attitudes. Through Unified Sports, SOPA brings together individuals with and without intellectual disabilities as equal teammates in training and competition, which promotes respect and acceptance, and facilitates meaningful relationships between people of all abilities. For more information about how you can join “The Inclusion Revolution,” visit [www.specialolympicspa.org](http://www.specialolympicspa.org).