



## **Media Content Creator III**

(Full Time Position)

Guam Football Association  
230 Harmon Loop Road, Dededo, Guam  
ABOUT US: [www.guamfa.com](http://www.guamfa.com)

GFA is looking for a driven, detail-oriented, and passionate Media Content Creator with background in Graphic Design to take us to the next level. This role will be critical in the quality and effectiveness of all content shared on the website, social media channels, email newsletters, marketing materials, and wherever else our content ends up! Moreover, creators are expected to work simultaneously with the marketing team to maintain consistency between marketing campaigns and content published. Candidates will also be required to brainstorm and suggest newer ways and platforms to increase their current customer segment and increase the target market. This role plays a pivotal role in developing and delivering successful content throughout the year, across the island, and globally to make an impact.

You will be an integral part of developing and executing specific goals and objectives of the **GFA Strategic Plan 2023-2026 “Growth Planning for the Next Generation”**.

### **What We Offer**

- Full-time work (40 hours per week), with flexible schedules depending on load;
- Competitive salary (depending on experience);
- Training and development opportunities;
- Become part of a supportive and friendly team;  
Experience an opportunity to expand in the sport organization and possible exposure in international travel;

### **Job Summary**

As a Media Content Creator III, you will:

- Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms.
- Conducting research and interviews to learn more about current trends, developments, and perceptions about the subject matter, and then contextualizing your findings.
- Assisting the creative team with the design of promotional materials.
- Using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.
- Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.



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- Monitoring social media and company website metrics.
- Utilizing SEO methods to increase site traffic.
- Suggesting new ways to promote company offerings and to reach consumers.
- Gather content mainly outdoors, mainly during evenings and weekends.

### Person Specification

As a successful candidate, you should possess the below:

- Bachelor's Degree in related field
- Provide design portfolio (highly encouraged)
- Fluent in full Adobe Suite
- Fluent in motion graphics editing software
- Experience as a content creator in prior roles creating strong and engaging content
- Demonstrated excellence in writing, proofreading, and editing;
- Excellent research, organizational, and time management skills;
- Strong listening and communication skills;
- The capacity to work independently and collaboratively;
- Have experience working to tight deadlines without close supervision;
- Be self-motivated and able to work well within a team
- Detail oriented work style with good time management and organizational skills
- Knowledge of various analytics platforms;
- Be able to manage partnerships effectively and concisely so that external partners are satisfied with our work;
- Be available to work some evenings and weekends;
- Be available to work outdoors (daytime and evenings);
- Knowledge of various analytics platforms.

**Closing Date:** Please apply by 21 October 2022 5pm (earlier applications encouraged)

**Submit Resume/CV to:** [joe.cepeda@theguamfa.com](mailto:joe.cepeda@theguamfa.com)

**Interview Dates:** To be coordinated with the applicant

**Start Date:** November 2022 preferred

*If you have any questions or would like to arrange an informal discussion about the role, please contact [joe.cepeda@theguamfa.com](mailto:joe.cepeda@theguamfa.com).*

