



<b>Job Title</b>	Social Media and Content Coordinator	<b>Location</b>	Lanzarote
<b>Department</b>	Marketing	<b>Salary</b>	25.000 – 27.000 brutos anuales.
<b>Start Date</b>	01.01.2026	<b>Contract Type</b>	Full time
<b>Reports</b>	Marketing Manager	<b>Contact</b>	careers@clublasanta.com

#### **Job Description:**

As social media and content coordinator, you will play a key role in developing and executing our social media strategy, ensuring it aligns with our marketing plan and business objectives. Increasing our presence across various social media channels, nurturing our continued connections with our diverse community of sports enthusiasts. If you're passionate about using social media to inspire, inform, engage, and thrive in a multi-project environment, we invite you to join us in shaping the future of Club La Santa's digital presence.

#### **Key responsibilities include:**

##### **1. Social Media Execution:**

- Manage the day-to-day execution of content across Meta platforms (Facebook & Instagram) as well as TikTok, LinkedIn, and YouTube, including creating, scheduling, and publishing posts to ensure consistency and quality across all platforms and profiles.
- Regularly monitor and analyze social media and digital campaigns performance to measure the success of the content and platforms, providing insights and adjusting tactics accordingly.
- Stay up to date with current social media trends, best practices, and emerging technologies to keep the brand innovative and relevant.
- Plan the overall marketing calendar and seasonal campaigns, connecting all relevant marketing channels and digital tools (app, media, website, on-site screens).
- Manage and respond to customer inquiries, comments, and feedback on social media platforms in a timely and professional manner.
- Develop and maintain relationships with key influencers, ambassadors, and industry thought leaders to amplify brand reach and ensure all collaborations meet agreed deliverables. Oversee content planning in alignment with brand objectives.
- Coordinate the Green Teamers who collaborate in running the Green Team Instagram and TikTok accounts, providing guidance and ensuring brand alignment.

##### **2. Content Coordination**

- Create, curate and oversee high-quality and engaging content, together with our Content Creator, that connects effectively with the target audience.
- Collaborate with various departments, ambassadors, and guests as a brand representative, ensuring a clear understanding of content needs and objectives.



- Coordinate content creation activities, including photo and video sessions involving staff, Green Team, as well as ambassadors and guests and external photoshoots or events.
- Coordinate collaborations with external professionals when additional resources are needed (photographer and videographer), both for races and other Club La Santa activities, ensuring full alignment between internal and external content.
- Oversee and authorize the use of advanced photography and videography equipment (excluding smartphones) by guests, external companies, or individuals.

### **3. Races and Events.**

- Collaborate with the Events department to ensure comprehensive coverage of events and races both online and on-site.
- Support media advertising by external agencies, requesting designs, ensuring strategic alignment, and reviewing campaign outcomes.
- Manage the external resources required for each race, including hiring photographers and videographers, and coordinate their work by providing detailed content plans, briefs, schedules, and all necessary documentation to ensure alignment and efficiency.
- Prepare all required content folders together with the Content Creator, ensuring they meet the needs of the Events Department, sponsors, authorities, and ambassadors, and manage the organization, storage, and distribution of raw content in line with sponsor agreements.
- Complete the necessary documents to apply for and justify Promotur subsidies, including social media graphics, photos featuring the involved sponsors, and other relevant materials.
- Support the organization of official events, such as press conferences, communication with public representatives and sponsors.

### **Skills and qualifications:**

- Bachelor's degree in marketing, Communications, or a related field.
- Relevant experience in social media, with a strong focus on Meta analytics, campaign planning, and evaluation.
- Fluent in English and Spanish.
- Excellent written and verbal communication skills, with the ability to create engaging and shareable content.
- Excellent interpersonal communication and collaboration skills, with the ability to collaborate with different departments and with the different companies we work with.
- Ability to interpret data to make informed decisions and adjust strategies as needed.
- Good organizational skills, with the ability to manage multiple projects and priorities.
- Attention to detail and ability to work effectively in a fast-paced environment.



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If you are interested in applying for this position, please submit a cover letter and resume detailing your relevant experience and why you are an ideal candidate for the position to [careers@clublasanta.com](mailto:careers@clublasanta.com). We look forward to hearing from you.