

2024 - 2025 DIGITAL COMMUNICATION REPORT

- **Website Development & Management**

- Oversee development, updates, and ongoing management of the Indiana Soccer website
- Ensure content accuracy, accessibility, functionality, and brand consistency

- **Content Creation & Editorial Oversight**

- Create and manage digital content including news articles, feature stories, graphics, and multimedia
- Write, edit, and publish monthly newsletters and timely communications

- **Video Production & Event Coverage**

- Plan, film, and produce video content for events, programs, interviews, and promotions
- Manage video editing, publishing, and distribution

- **Social Media Management**

- Lead strategy and execution across all social media platforms
- Develop content calendars, campaigns, and real-time event coverage

- **Podcast Development & Management**

- Oversee podcast planning, production, scheduling, promotion, and distribution
- Coordinate episode content, guests, and marketing support

- **Branding, Marketing Assets & Logo Development**

- Develop and manage marketing assets including logos, brand marks, graphics, templates, and promotional materials
- Maintain and evolve brand identity guidelines across all digital and print platforms

- Support new initiatives, programs, and events with customized branding and visual assets
- **Marketing & Advertising Support**
 - Support digital advertising campaigns, sponsorship fulfillment, and partner promotions
 - Create and manage creative assets for paid and organic marketing efforts
- **Email & Digital Communications**
 - Manage monthly newsletters, email campaigns, and statewide announcements
- **Analytics & Performance Reporting**
 - Track and analyze digital performance metrics to inform strategy and reporting
- **Collaboration & Leadership**
 - Collaborate with internal departments, committees, and external partners
 - Ensure consistent messaging and branding across all Indiana Soccer communications