WE'RE HIRING · IMAGINATION MINING COMPANY

SOCIAL MEDIA & CONTENT STRATEGIST

IMAGINATION MINING COMPANY | COLUMBIA, SC | FULL-TIME, IN-OFFICE

Live for sports and always know what's trending? Help bring Bo Jackson Battle Arena and our other brands to life online. We're looking for someone creative who doesn't just spot a great idea but makes it happen.

WHAT YOU'LL DO

- Create and schedule content for Instagram, TikTok, Facebook, YouTube, and more.
- Capture content at launches, athlete appearances, and live events.
- Follow sports news, internet culture, and trends.
- Brainstorm new ways to grow our audience and engage fans.
- Collaborate with video, design, and marketing teammates.
- Track engagement and use what you learn to improve content.

WHAT YOU SHOULD ALREADY KNOW

- Understand how Instagram, TikTok, and YouTube content works and what performs well on each.
- Have hands-on experience creating short-form content, even for personal or student accounts.
- Know the basics of Canva, CapCut, or a similar creative tool.
- Be able to write clear captions, plan posts, and follow a content calendar.
- Understand basic engagement metrics such as views, reach, shares, and engagement rate.
- Be able to show how you use AI to brainstorm, edit, or improve content without losing your own creativity.
- Familiarity with trading cards, sports collectibles, card breaks, or the collector community is a big plus. You don't have to be an expert, but you should be excited to learn the hobby.

WHY IMC?

Hands-on sports content, exciting events, real creative ownership, and opportunities to grow. Benefits include company-paid employee medical coverage, 401(k), PTO, and daily lunch.

We care more about what you can create than how many years you've worked.

YOU'LL FIT IN IF YOU

- Love sports and understand what fans care about.
- Have a good eye for content and strong writing instincts.
- Bring ideas, take initiative, and finish what you start.
- Are happy to jump in and help the team.
- Already use AI and want to keep learning how to work better, faster, and more creatively.

BONUS POINTS

Show us your own account, a student organization page, an internship portfolio, or videos you've made. Canva, CapCut, photography, and editing skills are a plus.

HOW TO APPLY

Send your résumé, and a short note about why you want to work on Bo Jackson Battle Arena to **james@bobattlearena.com**