

U.S. Figure Skating Manager, Digital Communications

U.S. Figure Skating, the National Governing Body (NGB) for the sport of figure skating, located in Colorado Springs, Colorado, is accepting applications for the position of Manager, Digital Communications. U.S. Figure Skating is a member of the United States Olympic and Paralympic Committee (USOPC) and the International Skating Union (ISU).

U.S. Figure Skating is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, national origin, gender, gender identity or expression, sexual orientation, age, disability, or any other status or characteristic protected by law or regulation. We are committed to building and sustaining a diverse team by maintaining hiring and recruiting processes that are free from bias.

Responsibilities Include: The Manager, Digital Communication, a member of the U.S. Figure Skating Marketing and Communications Department, is responsible for the completion of the tasks listed herein. Emphasis will be placed on ability to work in a team environment, balance multiple projects and deadlines, accuracy, creativity, timeliness, flexibility and professionalism. This position will play an important role in contributing and enhancing U.S. Figure Skating's diversity, equity and inclusion initiatives.

Qualifications: Applicant must hold a bachelor's degree in communications, journalism, public relations or related field, master's degree is a plus. 2-3 years of experience with growing responsibility in journalism and/or digital media required. Passion for writing and digital media necessary. Strong background in digital brand building and content creation expected. General knowledge of figure skating a plus and an interest in the Olympic movement and/or Olympic sports is required. Exceptional written and verbal communication, organization and planning skills and the ability to work on multiple projects simultaneously while meeting deadlines is a must. An attentive and detail-oriented self-starter with a growth mindset who has the ability to take initiative and ownership of projects will be successful in this position. Proficiency in Microsoft Applications (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (Photoshop, InDesign), content management systems, HTML, social media applications (Twitter, Facebook, Snapchat, Instagram, YouTube, TikTok, etc.), AP style. Ability to work evening and weekend hours and travel as needed. Position will be based in Colorado Springs.

Classification: Exempt – Salaried position

Reporting Requirement: Reports to Director, Communications

Pay: Commensurate with experience; Range: \$42,000-\$52,000

Application: Send letter of application, a minimum of two writing samples and resume to: Michael Terry, Director, Communications at mterry@usfigureskating.org. Please include references, or have them available upon request. No calls will be accepted. Review of resumes and applications will begin immediately and applicants will be accepted until the position is filled.

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Duties and responsibilities include, but are not limited to, the following:

Digital/Social Media:

- Executing the organization's overall social media strategy, working closely with communications and marketing teams to achieve organizational objectives
- Developing weekly content calendar and manage the day-to-day content and posting on U.S. Figure Skating's social media channels, including Facebook, Instagram, Twitter and other emerging platforms
- Monitoring all U.S. Figure Skating social media channels for member and customer service inquiries and follow-up, as appropriate
- Working closely with Manager, Communications to integrate editorial content on U.S. Figure Skating Fan Zone into social calendar to develop compelling storylines
- Partnering with organization's Video Production Department to produce content that shares compelling stories across U.S. Figure Skating's digital platforms
- Working with the marketing team on the creation and delivery of digital marketing/social media content in support of partnership agreements
- Analyzing week-to-week analytics and manage relationships with third-party data providers to create an agile and data-based content strategy
- Building internal, cross-departmental and external relationships to enhance U.S. Figure Skating's presence in sports and digital industries
- Following industry trends in digital/social media and implementing as appropriate to maintain U.S. Figure Skating's position as a leader in fan engagement, content creation and storytelling
- Managing streaming operations for select U.S. Figure Skating-streamed events
- Other duties/projects as assigned

Communications/media relations:

- Assisting with the development of social media policies, guidelines and training for Team USA athletes' and monitoring various digital platforms for compliance, providing feedback and support as needed
- Working with specific departments as well as Director, Communications on management of assigned website development projects, website content creation and regular website updates
- Provide remote event coverage of events throughout the international calendar
- Provide media relations support, when necessary
- Traveling to major figure skating competitions and special events, as necessary to complete assignments
- Providing copywriting/editing support to designated U.S. Figure Skating departments, and U.S. Figure Skating digital platforms (i.e. Fan Zone, etc.)
- Other duties/projects as assigned