

# Director, Communications & PR



## *U.S. FIGURE SKATING*

U.S. Figure Skating, the National Governing Body (NGB) for the sport of figure skating, located in Colorado Springs, Colorado. 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 based on 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.

**Don't Meet Every Requirement?** If you are excited about this role but your experience does not align perfectly with every qualification in the job description, we encourage you to apply anyway. Your unique combination of passion, skills and experience could make you the right candidate for this position.

## *POSITION DESCRIPTION*

The Director, Communications and Public Relations is a dynamic and strategic leader responsible for overseeing all aspects of internal and external communications, public relations, stakeholder engagement, media strategy, and community relations. This role ensures consistent and effective messaging that aligns with the organization's mission, vision, and values. The ideal candidate will have a proven track record in developing and executing communication strategies, managing media relationships, and fostering strong connections with internal and external audiences.

## *DUTIES AND RESPONSIBILITIES INCLUDE*

### **External Communications & Public Relations:**

- Create and execute a comprehensive external communications strategy to enhance the organization's brand, reputation, and public presence.
- Serve as the primary spokesperson for the organization, building and maintaining relationships with media outlets, journalists, and key influencers.
- Craft press releases, media kits, and external statements, ensuring messaging consistency and alignment with organizational objectives.
- In partnership with Senior Director, Legal Counsel, develop and implement crisis communication plans to effectively manage potential risks to the organization's reputation.
- Design and manage communications plans that engage stakeholders, keep them informed, and enhance their connection to the organization.
- Ensure that stakeholder communications reflect the organization's mission, goals, and impact.

### **Media Strategy & Content Development:**

- Along with Senior Director, Marketing & Sales, develop and implement media strategies that align with the organization's goals, increasing visibility and driving positive coverage.
- Collaborate with marketing department to create compelling content across various

channels, including social media, website, newsletters, and thought leadership pieces.

- Monitor media trends, coverage, and analytics to evaluate the effectiveness of communication strategies and adjust as needed.

## **Internal Communications:**

- Develop and implement an internal communications strategy that fosters engagement, transparency, and alignment with the organization's goals and values.
- Identify and pursue opportunities to nominate the organization and its leadership for relevant awards, recognitions, and honors that enhance the organization's credibility and public profile.
- Proactively seek out and secure speaking engagements, panels, conferences, and media opportunities for organizational leaders to showcase expertise, share insights, and elevate the organization's presence in the public eye.
- Collaborate with leadership to craft presentations, speeches, and talking points that align with the organization's mission and goals, ensuring consistent and impactful messaging.

## **Community Relations:**

- Build and nurture relationships with community organizations, leaders, and influencers to promote the organization's mission and programs.
- Identify opportunities for community partnerships, sponsorships, and events to enhance the organization's public image and community impact.
- Represent the organization at community events, meetings, and forums to strengthen its presence and engagement.
- Special projects as defined by the CEO and/or the organization's senior level leadership team.

## **QUALIFICATIONS**

To perform this job successfully, the candidate must be able to perform each essential duty above to the highest level. The requirements listed below are representative of the knowledge, skill, and/or ability needed to be a successful candidate.

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field; a Master's degree is a plus.
- 7+ years of experience in communications, public relations, or a similar role, with at least 2 years in a leadership position.
- Exceptional written and verbal communication skills with a strong ability to craft clear, concise, and compelling messages.
- Proven experience in media relations, crisis communication, and stakeholder engagement.
- Strong strategic thinking, project management, and organizational skills.
- Ability to work collaboratively with cross-functional teams, leadership, and external partners.
- Demonstrated ability to handle multiple projects, prioritize tasks, and meet deadlines in a fast-paced environment.

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## Preferred Skills:

- Experience with public speaking and serving as an organizational spokesperson.
- Familiarity with media monitoring tools and analytics platforms.
- Understanding of brand management and storytelling.

## *LOCATION*

Colorado Springs, Colorado (Hybrid)

U.S. Figure Skating has a flexible work environment. Team members are required to work in the office three days per week; additional temporary remote opportunities exist throughout the year based on the organization's business operations.

## *COMPENSATION*

\$80,000-\$90,000

## *CLASSIFICATION*

Full-Time, Exempt

## *REPORTING REQUIREMENT*

Reporting to the Senior Director of Sales & Marketing

## *APPLICATION*

Please send letter of application and resume to:  
Marlene Heck, Human Resources Coordinator  
[mheck@usfigureskating.org](mailto:mheck@usfigureskating.org)

***Please note telephone calls will NOT be accepted.***

Candidate review will begin immediately. Applicants will be accepted until the position has been filled.