



U.S. Figure Skating

Senior Director, Sales & Marketing

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 Senior Director, Sales & Marketing. U.S. Figure Skating is a member of the United States Olympic & 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: Responsibilities include but are not limited to the following: Directly managing all aspects of U.S. Figure Skating's sponsorship sales and fulfillment, including managing budgeting, strategic planning and licensing relationship and working with media partners (i.e., NBC Universal) to integrate sponsor assets into programming plans. Also, providing the vision and leadership for U.S. Figure Skating's marketing and communications departments, focusing on the integration of the organization's long-term strategic plan and five pillars of Diversity, Equity and Inclusion.

Qualifications: Applicant must hold a bachelor's degree; master's preferred in business or sports administration. A minimum of eight years of progressive experience in sports sponsorship sales and marketing; working knowledge of television programming administration and ability to manage multiple projects and staff initiatives is required. Successful candidate will possess experience in athletic administration at the national governing body and/or collegiate level, or have agency and/or corporate partner experience, as well as an understanding of non-for-profit organizations. Demonstrated success in generating new sources of revenue, resource acquisition and strategic marketing is a must. A successful candidate will possess effective communication and organizational skills and be rooted in a growth mindset approach to leadership.

Classification: Exempt Employee

Reporting Requirement: Reports to the Executive Director

Pay: Commensurate with experience; Range \$90,000 - \$125,000

Application: Send letter of application and resume to Alyssa Heiner, office of the Executive Director, U.S. Figure Skating, 20 First Street, Colorado Springs, Colorado 80906 or ahainer@usfigureskating.org. Review of applicants will begin immediately. Applications will be accepted until the position is filled.

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Description of Responsibilities

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

1. Developing and implementing short and long-range sales objectives, working with U.S. Figure Skating outside sales agency to effectively implement strategy and maximize revenue generation through the acquisition of U.S. Figure Skating sponsors.
2. Cultivating and maintaining successful relationships with high-level corporate marketing and advertising executives at Fortune 500 companies, traditional media planners and television advertising buyers representing a variety of product and service categories.
3. Collaborating with corporate sponsors to fully understand their business objectives in order to strategically connect partner goals with organizational assets, including all forms of media, event activation and grass roots initiatives to foster deep and long-lasting relationships.
4. Managing the day-to-day relationship with U.S. Figure Skating's broadcast partners, including coordinating the integration of partner assets into programming, partnering on the creation of broadcast schedules and ensuring that U.S. Figure Skating's top athletes and the sport are featured across all media partner platforms.
5. Actively contributing as a member of the organization's senior leadership team, helping to shape the long and short-term strategic goals of U.S. Figure Skating while seeking out opportunities to provide support across all departments.
6. Ensuring that the Marketing and Communications department is implementing the organization's strategic plan across all aspects of the department's workflows.
7. Providing dynamic leadership for the entire U.S. Figure Skating marketing and communication department while working closely with five direct reports to implement a vision that aligns with the organization's strategic plan.
8. Leading the development and execution of major organizational marketing campaigns.
9. Partnering with the Director, Marketing to gather and analyze consumer behavior data to influence the development and implementation of creative promotional and marketing initiatives for the organization's key businesses initiatives.
10. Maintaining consistent contact with and providing guidance for local organizing committee leadership regarding sales, marketing and promotional campaigns related to major national and international U.S. Figure Skating controlled and domestically administered events.
11. Building and maintaining productive relationships with the U.S. Olympic & Paralympic Committee and various Olympic sport industry leaders.
12. Other duties as assigned by the Executive Director.