



## U. S. Figure Skating

### Specialist, Marketing Analytics and Insights

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 Specialist, Marketing Analytics and Insights. 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 Specialist, Marketing Analytics and Insights, is responsible for the completion of the tasks listed herein. In addition, all tasks that are assigned by the Executive Director and Senior Director, Marketing and Sales will be the responsibility of the Digital Marketing Manager. Emphasis will be placed on ability to work in a team environment, initiative, creativity, project management skills, accuracy and timeliness.

#### **Description and Responsibilities Include:**

- Partner with Senior Manager, Marketing and Organizational Development to create and implement multi-channel brand initiatives and campaigns.
- Create monthly, quarterly, and year end reports on marketing campaigns, digital performance including website, social, and video to help inform future strategy and plans.
- Supporting Manager, Strategic Partnerships and the organization's sales and sponsorship agency with yearend reporting and valuation of partnerships.
- Effectively translating analytics into clear insights and actionable recommendations, serving as the voice of the "customer" to internal departments, helping to drive decision making and strategy development.
- Overseeing email marketing strategy, planning and design and working with various departments to optimize scheduling and deploying content through the organization's existing email platform (Hubspot)
- Supporting the Senior Manager, Marketing and Organizational Development in the creation of in-person and virtual fan engagement activities to mine data and drive deeper engagement with the figure skating fanbase and membership.
- Identifying customer life cycle and segments and making recommendations for targeted marketing programs and initiatives to deliver ROI positive results
- Monitoring performance statistics for (3) three U.S. Figure Skating owned websites and providing regular recommendations for optimization including consumer journey, sponsor ad performance, and
- Using market insights, working with internal and external constituents, including local organizing committees to develop and implement comprehensive ticketing strategies for all major domestic and awarded international events hosted by U.S. Figure Skating. Including but not limited to overall marketing strategy, creating go to market tactics, hiring and overseeing in market agency and/or contractors, tracking and reporting progress.
- Serving as day-to-day contact for all digital tracking and analytics vendors and suppliers.
- Actively participating in regular marketing department meetings and contributing to the overall strategy development specifically, as related to SKATING magazine, usfigureskating.org, usfigureskatingfanzone.com, social media and public relations, etc.

- Partnering with members of the marketing team and interdepartmental working groups to carry out additional marketing campaigns and initiatives as needed.
- Special projects as defined by the Executive Director and/or the organization's senior level leadership team.

**Qualifications:**

- Applicant must hold a bachelor's degree in business analytics, marketing or equivalent.
- Minimum of three years of progressive professional experience required, preferably in the sports industry.
- Relevant agency and/or NGB or USOPC experience is a plus. Hands on experience with Google Analytics, Marketo, Tableau and/or similar data analysis tools required.
- The applicant must have a good understanding of the digital marketing landscape, social media marketing, experience with email marketing platforms such as Hubspot or similar platform, and experience as a project manager for multichannel/multidepartment initiatives.
- A willingness to travel and work some evening and weekend hours as needed for events.
- All candidates must have strong computer skills, preferably PC platforms, including Word, Excel, PowerPoint. Self-starters and ambitious problem solvers are encouraged to apply.

**Location:** Colorado Springs, Colorado

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

**Classification:** Exempt

**Reporting Requirement:** Reports to the Senior Director, Sales and Marketing a

**Compensation:** Commensurate with experience: Annual Salary Range: \$48,000 - \$56,000

**Application:** Send letter of application and resume to:  
Pamela Dustin, Human Resources Manager, at [pdustin@usfigureskating.org](mailto:pdustin@usfigureskating.org).

***Please note telephone calls with NOT be accepted***

Review of resume and applications will begin immediately, and applicants will be accepted until position has been filled.