



## U. S. Figure Skating

### Coordinator, 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 Marketing Coordinator. 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 Marketing Coordinator will be responsible for the completion of the tasks listed herein. In addition, all tasks that are assigned by the Senior Director, Marketing and Sales will be the responsibility of the Marketing Coordinator. Emphasis will be placed on the candidate's ability to work both independently and in a team environment, accuracy, customer service, creativity and timeliness.

**Description and Responsibilities Include:**

- Partner with Senior Manager, Marketing and Organizational Growth to create and implement multi-channel brand initiatives and campaigns
- Collaborating with internal stakeholders on day-to-day responsibilities related to Learn to Skate USA marketing and U.S. Figure Skating brand initiatives. This may include brand management, strategic marketing, and content planning, KPI tracking and other duties as assigned.
- 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)
- Identifying customer life cycle and segments and making recommendations for targeted marketing programs and initiatives
- Monitoring performance statistics for (3) three U.S. Figure Skating owned websites and providing regular recommendations for optimization including consumer journey and sponsor ad performance
- Serving as day-to-day contact for all digital tracking and analytics agencies, vendors and suppliers.
- 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 sport management, business, marketing or equivalent.
- Minimum of two years of experience required, preferably in the sport industry.
- The applicant must have highly developed organization and planning skills; the ability to work on multiple projects simultaneously while meeting deadlines; extensive written and verbal communication skills; an understanding of the digital marketing landscape; experience with email marketing platforms and social media marketing.
- A desire to learn digital marketing platforms and tools.
- All candidates must have strong computer skills, preferably PC platforms, including Word, Excel, PowerPoint and InDesign. Experience with Google Analytics, SEO, Illustrator, Final Cut Pro considered a plus.

**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:** Non-Exempt Employee

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

**Compensation:** Commensurate with experience; hourly rate \$20.00 - \$22.00

**Application:** Send letter of application and resume to:  
Pamela Dustin, Human Resources Generalist, 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.