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 Coordinator, Marketing. 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 Coordinator, Marketing will be responsible for the completion of the tasks listed herein. In addition, all tasks that are assigned by the Director, Marketing and Organizational Growth will be the responsibility of the Coordinator, Marketing. 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:

- Support the Director, Marketing and Organizational Growth to create and implement multi-channel brand initiatives and campaigns.
- Collaborate 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.
- Support Senior Director, Marketing and Sales on managing the organization’s partnerships and serving as the day-to-day contact with the suppliers and licensees.
- Serve as the day-to-day contact for Local Organizing Committees for U.S. Figure Skating controlled events for all sponsorship related activities.
- Serve as the advertising sales manager for SKATING magazine and the organization’s digital platforms.
- Track partner assets and make recommendations for increasing value for partners.
- Assist with the development of the organization’s merchandise strategy and oversee the management of ecommerce vendors and affiliate program providers.
- Support the Manager, Marketing Insights and Analytics on 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.
- With support of the Manager, Marketing Insights and Analytics manage the email marketing calendar and deployment of organizational communication using existing email platform (Hubspot).
- Alongside the Manager, Marketing Insights and Analytics help monitor performance statistics for (3) three U.S. Figure Skating owned websites and providing regular recommendations for optimization including consumer journey and sponsor ad performance.
• 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 work experience or internships 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.
• A desire to learn digital marketing platforms and tools.
• All candidates must have proficiency in Microsoft applications, including Word, Excel, and PowerPoint. Experience with Google Analytics, SEO, Illustrator, Final Cut Pro considered a plus.
• Ability to work evenings and weekends and travel as needed.

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 Employee

Reporting Requirement: Reports to the Director, Marketing and Organizational Growth

Compensation: Commensurate with experience; Annual Salary $43,000 - $50,000

Application: Send letter of application and resume to: Annie White, Senior Director, Marketing and Sales at awhite@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.