

Senior Director, Marketing & Communications



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 role.

POSITION DESCRIPTION

Lead the development of the overall marketing, communications, media, digital, creative, social and content development strategy, while supporting internal teams and the implementation of the strategic plan. Lead a talented team to elevate our sport and showcase figure skating and U.S. Figure Skating as an innovative industry leader.

DUTIES AND RESPONSIBILITIES INCLUDE

- **MARKETING**
 - Lead the development and implementation of major organizational marketing strategies to elevate brand awareness to positively amplify the image of figure skating and grow our sport at all levels, including participation, membership, attendance, broadcast tune in, revenue and social engagement.
 - Collaborate with internal teams to create fully integrated marketing and communication campaigns focused on strong and sustainable growth for key organizational initiatives, including membership, Learn To Skate, and skating programs at all levels.
 - Collaborate with Business Development and Event teams to define and implement comprehensive strategies that maximize ticket sales for major USFS and ISU events and achieve desired attendance and revenue goals. This includes, but is not limited to U.S. Figure Skating Championships, Skate America, and U.S. Synchronized Skating Championships.
 - Steer strategy, development and performance of all paid and earned media campaigns for local, regional and national initiatives to enhance engagement and drive revenue from ticket sales, partnerships and merchandise sales.
 - Implement strategic plans through digital campaigns that enhance interest and engagement through clicks and conversions and provide measurable and actionable results.
 - Lead the daily communications and creative partnership with broadcast partners

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- focused on maximizing opportunities, growing athlete storylines and developing engaging content and broadcast assets to a broad audience.
- Lead the organizational engagement calendar, including campaign development and organizational collaboration.
- Work in partnership with business analytics, membership and other core teams to launch and successfully implement a dynamic CRM platform that enhances our member, athlete, volunteer and prospect journeys.
- Leverage data and analytics to drive strategic marketing decisions.
- Actively generate ideas and implement activations to grow the database, distribution list and actively engage with all stakeholders and prospective stakeholders.
- Support the development of fan engaging experiences at live events and through all member-facing assets.
- Oversee and manage the marketing and communications budgets, allocate and invest funds while tracking effective ROI.
- COMMUNICATIONS
 - Proactive leadership role in developing and owning the organizational strategy for internal and external communications across all platforms.
 - Oversee the communications team and the media team efforts to work with media outlets, communications personnel and strategic partners. This includes the organizational efforts to plan, write and disseminate consistent messaging including pitches, press releases, and media advisories to gain strong earned media and positive representation of our athletes, sport and initiatives on a local, national and global level.
 - Leadership role in elevating all levels of the sport, including but not limited to efforts surrounding the field of play as well as business, corporate and community communications initiatives.
 - Develop and manage direct communications strategies to key stakeholders to guarantee a strong customer-service approach to our most valued members.
 - Partnership with key stakeholders and contractors in the effective implementation of a crisis communication strategy.
 - Develop strategies to uplift our sport, community, volunteers and team members through nominations for awards, opportunities to speak on panels and podcasts, and other initiatives that will showcase USFS community members as the industry leaders they are.
 - Elevate business communications strategies that emphasize the strength of USFS strategic goals and accomplishments to the business community.
- DIGITAL & SOCIAL
 - Lead the organizational social media growth strategy, focused on content creation and fan engagement.
 - Evolve the voice of each social media channel in innovative and engaging ways, while remaining consistent with brand vision and professionalism.
 - Partner with internal team to develop and implement strategies to grow and monitor digital metrics to guide strategy and best practices.
 - Manage and define growth strategies for organizational website and apps, with a focus on value and efficiency for the end user and the growth of our sport.
 - Drive creative and engaging editorial content across all mediums.

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- Stay current with emerging trends to expand organization's online following, grow/support membership, increase brand recognition and value perception, promote programs, drive website traffic, support corporate partners, development and celebrate the sport.
- CONTENT DEVELOPMENT
 - Support the growth and capabilities of the creative team with a focus on the development of innovative content that showcases our sport, programs and initiatives.
 - Leadership in the vision and activation focused on significant growth of USFS brand within the skating community and to new prospective audiences.
 - Oversee the organizations brand guidelines, working in conjunction with the creative team to deliver cohesive brand projects throughout all programs
 - Develop fun and engaging campaigns, social media posts, email marketing and content aimed at elevating engagement and participation in the sport.
 - Effectively coordinate with team members, other business units and constituents to properly message and create content.

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.

- Minimum of 10 years experience in communications and marketing.
- Leadership experience in communications and marketing within sports, entertainment, corporate or non-profit organization required.
- Bachelor's Degree from a four-year College or University preferred. Master's degree a plus.
- Experience in a membership environment a plus.
- Strong experience working within a digital environment to drive direct sales.
- Extensive understanding of creative production processes, and experience in developing digital and social creative solutions.
- Ability to operate within a budget. Ability to forecast marketing program costs based on industry and historical data.
- Knowledge and experience in grassroots marketing and live events.
- Excellent presentation and communication skills.
- Demonstrated success in achieving sales targets.
- Effective negotiation and persuasion skills.
- Ability to think critically and from the perspective of the big picture is key.
- Detail oriented and experienced at activating and executing plans critical.
- Ability to establish and maintain effective working relationships with all team members and vendors.
- The successful candidate will have excellent communication skills, effectively influence others, have the ability to make decisions quickly, and have a high level of maturity. They will become trusted advisors to multiple leaders.

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- Outstanding leadership skills with a high capacity for managing multiple projects simultaneously, influencing and gaining credibility with all levels of team members, management and clients.
- Diligent and organized with the ability to learn new programs and procedures quickly.
- Strong interpersonal and customer service skills, business insight, organizational savvy, and have sensitivity dealing with confidential information.
- High energy, with a focus on details.
- Proficient in Microsoft Word, Excel, Outlook and PowerPoint.
- Ability to work evening and weekend hours and travel as needed is required.

LOCATION

Colorado Springs, Colorado (Hybrid)

U.S. Figure Skating has a flexible work environment. Employees 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.

CLASSIFICATION

Exempt

COMPENSATION

\$110,000 - \$140,000

REPORTING REQUIREMENT

CEO

APPLICATION

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

Please note telephone calls will NOT be accepted.

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