



U. S. Figure Skating

Senior Manager, Content Strategy

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 Manager, Content Strategy

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.

Description and Responsibilities Include:

- Collaborating with the Marketing and Communications departments to define the overall content strategy for the organization with the goal of driving engagement with owned properties and channels.
- Developing the organization's original video content strategy and overseeing implementation to ensure a consistent and engaging cadence across multiple delivery platforms.
- Managing the organization's video content calendar, including year-round plans for social, websites, events, and other content delivery channels.
- Leading collaborative video content strategy meetings (weekly, monthly, quarterly, and annually) to review projects and discuss timelines, challenges, distribution plans, etc.
- Working with the Director, Marketing and Organizational Growth to conceive and implement promotional plans and organizational campaigns
- Collaborating with Manager, Video Production, and others to create video campaigns from storyboarding through production, editing, and delivery.
- Partnering with various staff members to aggregate, edit, and publish daily content that supports organizational brands using photography and video to build engagement across multiple delivery platforms.
- Teaming with the Manager, Marketing Insights and Analytics to establish key performance indicators and reporting cadence to measure success across delivered content.
- Collaborating with the Marketing and Communications departments to plan and support social strategy while ensuring that the organization's tone and voice are consistently delivered across video content.
- Tracking costs to budget performance on a quarterly basis and participating in annual budgeting process.
- Attending key U.S. Figure Skating events to capture video content that aligns with the organization's overall marketing and content strategy.
- Editing content and video packages as necessary using the Adobe Creative Suite.
- Working with the Creative Director to plan and execute photo and video shoots.
- Researching video and industry related trends to generate relevant, impactful, and timely content.
- Actively participating in regular marketing department meetings and contributing to the overall strategy development for the department and organization.
- Special projects as defined by the Executive Director and/or the organization's senior level leadership team.

Qualifications:

- Applicant must hold a degree in videography, video production, marketing, communications, graphic design, or a related field. In the absence of a degree, a strong video production portfolio with applicable experience will be accepted.

- A minimum of 3-4 years of experience in content management and/or video production preferably in the sports and/or entertainment industry.
- Strong and consistent history of providing a high level of service to internal and external customers.
- Candidates must possess excellent oral and written communication skills and be able to listen and interpret the needs of all stakeholders.
- Successful candidates must be extremely organized and able to handle multiple projects at a time, as well as prioritize and shift focus as determined by changing business needs.
- Applicant should be a creative problem solver and analytical thinker.
- Experience creating engaging content for social channels including but not limited to Instagram, Facebook, and TikTok is a must.
- Proficiency in Adobe Creative Suite, with working knowledge of in app editing (specifically Reels and TikTok) is required.
- A strong understanding of user generated content and video production.
- Experience with cross platform, IP enabled video services and applications is a plus.
- Knowledge and interest in evolving video technologies.

Location: Colorado Springs, Colorado (Hybrid)

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

Classification: Exempt

Reporting Requirement: Reports to Director, Marketing & Organizational Growth

Compensations: Commensurate with experience: Annual Salary Range: \$60,000-\$70,000

Application: Send letter of application and resume to:
Amy Politi, Director, Marketing and Organizational Growth at apoliti@usfigureskating.org and copy Pam Dustin, HR Generalist at pdustin@usfigureskating.org.

Please note telephone calls will NOT be accepted

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