



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 position.

POSITION DESCRIPTION

The Senior Manager, Marketing & Community Relations is a strategic and hands-on role responsible for driving grassroots marketing initiatives, stakeholder marketing support, managing event marketing efforts, developing DEI-focused campaigns, and fostering community relations. This individual will create and execute marketing strategies that engage diverse communities, increase brand awareness, and support the organization's mission and business development goals. The ideal candidate is a creative, organized, and results-driven marketer with experience in community engagement and a passion for promoting diversity, equity, and inclusion.

DUTIES AND RESPONSIBILITIES INCLUDE

Grassroots Marketing:

- Develop and implement grassroots marketing campaigns to build brand awareness, engage local communities, and drive participation in figure skating as a member, fan, or constituent.
- Identify and cultivate partnerships with local organizing committees, local businesses, and influencers to enhance the organization's presence in targeted communities.
- Coordinate outreach efforts, including in-person activations, promotions, and networking opportunities, to connect with diverse audiences at the community level.
- Support skating clubs and Learn to Skate programs with marketing plans and initiatives that help grow membership.
- Build and maintain relationships with community leaders, organizations, and stakeholders to enhance the organization's visibility and impact.
- Identify opportunities for community partnerships, sponsorships, and collaborations to increase the organization's engagement and brand awareness.

Event Marketing:

- Plan, execute, and evaluate marketing strategies for major events.
- Collaborate with internal teams to ensure effective event promotion, brand visibility, and audience engagement.
- Develop and manage event marketing collateral, coordinate with Manager, Digital Marketing & Social Media on event marketing plans.
- Serve as marketing lead with local organizing committees for major events.

DEI Marketing:

- Lead marketing initiatives that reflect the organization's commitment to diversity, equity, and inclusion, ensuring that all campaigns are inclusive and culturally sensitive.
- Work with DEI Director and internal teams to create marketing materials that resonate with diverse audiences and reflect the organization's DEI goals.
- In partnership with DEI Director, develop and implement strategies to reach underrepresented communities and ensure that marketing efforts are inclusive and representative of the organization's values.

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.

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 3+ years of experience in marketing, grassroots marketing, or community relations.
- Demonstrated experience in marketing to diverse audiences and a passion for promoting diversity, equity, inclusion, and belonging.
- Strong project management skills with the ability to handle multiple projects simultaneously and meet deadlines.
- Excellent written and verbal communication skills.
- Ability to build and maintain relationships with diverse communities and stakeholders.
- Proficient in digital marketing, social media platforms, and marketing automation tools.
- Experience with event planning and execution, including logistics, promotions, and on-site coordination.
- Ability to work collaboratively in a team environment and independently when needed.

Preferred Skills:

- Familiarity with data analytics tools (e.g., Google Analytics) to measure marketing effectiveness.
- Experience working with nonprofit organizations, community groups, or multicultural audiences.

Senior Manager, Marketing & Community Relations



LOCATION

Colorado Springs, Colorado (Hybrid)

U.S. Figure Skating has a flexible work environment. Team members 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.

COMPENSATION

\$65,000-\$70,000

CLASSIFICATION

Full-Time, Exempt

REPORTING REQUIREMENT

Reporting to the Senior Director of Marketing & Sales

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.

Candidate review will begin immediately. Applicants will be accepted until the position has been filled.