



U. S. Figure Skating

Senior Manager, Marketing and Organizational Growth

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, Marketing and Organizational Growth. 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 Senior Manager, Marketing and Organizational Growth is responsible for the completion of the tasks listed herein. In addition, all tasks that are assigned by the Senior Director of Marketing & Sales. Emphasis will be placed on the ability to work independently and in a team environment, creativity, accuracy and timeliness.

Description and Responsibilities Include:

- Managing day-to-day implementation of organizational marketing initiatives, brand-related campaigns and growth strategy related to U.S. Figure Skating and Learn to Skate USA.
- Partnering with the membership department to develop and execute member acquisition and retention strategies.
- Working closely with the organization's Director, Diversity, Equity, and Inclusion to elevate key objectives of the strategic plan, including developing campaigns and communications to increase diverse representation across all organizational marketing initiatives.
- Leading cross-organizational teams to develop marketing plans and initiatives that drive program participation growth and enhancement.
- Teaming with the Senior Director, Sales and Marketing to develop KPI's associated with marketing initiatives and strategies to achieve organizational growth and achieve revenue targets.
- Managing the promotion of U.S. Figure Skating's owned programs and events.
- Planning and implementing U.S. Figure Skating's on-site activations and initiatives at all major domestic events including Skate America, U.S. Championships, U.S. Synchronized Skating Championships and ISU awarded events.
- Creating in-person and virtual fan engagement activities to drive deeper engagement with the figure skating fanbase and membership.
- Partnering with United States Ice Rink Association, Learn to Skate USA endorsers and other ice sport industry leaders to create strategic alliances to help grow participation.
- Supporting local organizing committees for qualifying events and member clubs with well-defined and turnkey marketing plans to enhance local participation and event success while maintaining organization brand integrity.
- Following trends in marketing and development to further drive organizational awareness.

- Providing leadership for and empowering marketing department intern(s).
- Actively participating in regular marketing department meetings and contributing to the overall strategy development within the department and for the organization.
- 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 business, marketing, sport management, or equivalent, master's degree preferred.
- A minimum of six years of progressive professional experience required, preferably with working knowledge of figure skating clubs, ice rinks, or related positions within a membership-based sport organization.
- Successful applicant must have highly developed organization and planning skills; the ability to work on multiple projects simultaneously while meeting deadlines; the ability to establish rapport with multiple internal and external groups, including volunteers; possess strong written and verbal communication skills; be willing to work some evening and weekend hours and travel as needed.
- All candidates must have working knowledge of Word, Excel and PowerPoint.

Location: Colorado Springs, Colorado

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 the Senior Director, Sales and Marketing

Compensation: Commensurate with experience: Annual Salary Range: \$53,000 to \$65,000

Application: Send letter of application and resume to: Pamela Dustin, Human Resources Generalist, at pdustin@usfigureskating.org.

Please note telephone calls will NOT be accepted

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