Title: Communications Coordinator
Reports to: Chief Marketing & Communications Officer
Posting Date: December 6, 2021
Location: Remote/must be willing to travel

USRowing is a nonprofit organization recognized by the United States Olympic and Paralympic Committee (USOPC) as the national governing body for the sport of rowing in the United States. The organization serves multiple constituencies including 80,000 individual members and over 1,400 clubs across the country providing coaching education, institutional trainings and resources, and regattas. USRowing also manages the teams that represent the U.S. in international competition including the Olympics and Paralympics. USRowing works to ensure that all rowers have the opportunity to participate in a safe and inclusive setting. The operating budget is $13M+ and employs a full-time staff of 32.

USRowing is committed to making our sport more diverse and inclusive. For too long, rowing has largely been limited to those who “see” themselves as rowers. We feel strongly that it is time for change.

Role:
The Communications Coordinator assists the Chief Marketing & Communications Officer and communications staff in the day-to-day operations of the communications and marketing departments. This includes, but is not limited to, managing social media, gathering content, creating emails and newsletters, strategizing marketing campaigns, written communications, and on- and off-site media relations. Ideally, we are looking for someone from the NYC or tri-state area, allowing for both in-person as well as remote working conditions.

Responsibilities:
- Assist with the day-to-day management of USRowing’s social media platforms (Twitter, Facebook, Instagram, TikTok and YouTube). This includes writing post captions, online community management/engagement, publishing/scheduling posts and more.
- Assist with post-production footage and the marketing and distributing of finished products.
- Work with content creators, source and repurpose old content, create or make edits to graphics.
- Track monthly social, web and email analytics.
- Build newsletters and targeted emails on MailChimp.
- Make edits to the backend of USRowing.org; publish documents, stories and pages.
- Provide on-site and remote support for domestic, national team and fundraising event communications.
- Develop and write press releases for USRowing’s website.
• Help maintain athlete and media databases.
• Assist with media requests, including scheduling and on-site facilitation.

Qualifications
• A degree in marketing, communications, social media or a related field
• Proficient with Adobe products (InDesign, Photoshop, Illustrator)
• Proficient knowledge of Microsoft 365, MailChimp and WordPress
• Demonstrated proofreading ability and use of AP style
• Excellent writing skills
• Excellent organizational skills and attention to detail
• Strong communication and interpersonal skills
• Ability to work creatively in fast-paced environments
• Ability to meet deadlines with little or no supervision
• High level of enthusiasm and a strong work ethic

Salary + Benefits
• Salary commensurate with experience
• Generous paid time off policy
• Health + Dental
• Professional development opportunities

USRowing Values

USRowing is committed to the following values to fulfill its mission and achieve its priorities:

CULTURE OF MUTUAL RESPECT. Foster an inclusive culture honoring the rights, views, and inherent value of others, treating all with dignity and courtesy.

PROFESSIONALISM. Develop and share expertise, act effectively and efficiently, and be responsive and reliable, honoring all pledges and promises in a timely and trustworthy manner.

SAFETY. Be constantly mindful of safety on and off the water, taking proactive measures to prevent injury, abuse or other harm, and help others both within USRowing and among member organizations.

INTEGRITY. Have the courage to choose what is right, adhere to the mission and practice our values rather than merely profess them. Employ the highest ethical standards, demonstrating honesty and fairness in every action we take.

FAIR COMPETITION. Commit to upholding the integrity of sport to ensure a level playing field devoid of doping, cheating or other forms of unfair advantage.

TEAMWORK. Work collaboratively and assume positive intent; support each other to combine individual strengths while keeping an eye on the greater good.
ENJOYMENT IN ALL ASPECTS OF SPORT. Create opportunities for involvement that promote a positive experience and lifelong love for rowing for all.

USRowing is proud to be an Equal Employment Opportunity Employer. We do not discriminate based upon race, religion, color, national origin, gender, sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. We are committed to growing diversity, equity, and inclusion in the sport of rowing and believe that works begins in our own space. We believe diversity makes us stronger and encourage individuals with diverse backgrounds and life experiences to apply to join our team.

A rowing background is preferred, but not required. Candidates should send a cover letter, resume and work samples (electronic only) to Pamela Adler at pamela.adler@usrowing.org with Communications Coordinator in the subject line. Please no phone inquiries. Review of resumes will begin immediately.