USA ARCHERY

POSITION TITLE:  Director of Marketing and Communications
REPORTS TO:  CEO

SUMMARY  Director is responsible for developing and implementing targeted marketing and communications strategies that engage a broad range of audiences and ensure a consistent message that aligns with USA Archery’s (USAA’s) mission, long-term strategic plan and annual tactical plans.

GENERAL DUTIES
• Write informative and engaging article content for website and broader press release distribution promoting USAA, events, programs, teams, athletes, coaches, clubs and sport growth initiatives
• Copy edits all communications and marketing materials
• Leads USAA website content strategy and identifies digital sales opportunities
• Leads creation for the USAA monthly member newsletter, quarterly High Performance and Explore Archery Newsletters and Judge Newsletter
• Develops and email communication strategy to share important updates and opportunities with members and fans to increase engagement and awareness
• Works with social media specialist to develop social media strategies and to maintain USAA’s social media channels and measures ROI on social media engagement
• Develops and maintains USAA’s content calendar schedule in collaboration with USAA staff
• Provide and/or coordinate photography services for assigned events to include photo editing and cataloging photo assets
• Provides daily coverage of national and international events including articles/press releases, social media posts, results/records, and video assets as applicable
• Oversees onsite media at events to include supervising media access areas in accordance with USAA policies and procedures, facilitating interviews, approving credential requests and coordinating livestream, etc.
• Leads development of sponsor and donor decks and effectively implements related deliverables in collaboration with USAA staff

OTHER DUTIES
• Provides supervisory duties as assigned
• Provides media training to athletes
• Fields general phone, email and mail inquiries as applicable
• Maintains records and historical data
• Leads marketing team calls
• Attends USAA event calls to ensure effective promotion of events and sponsor deliverables
• Build positive relationships with individual and club members, sponsors, local event organizers, etc. to leverage for support on content and media needs
• Attends required USAA staff meetings
• Other duties as assigned

TOOLS/EQUIPMENT
• Standard Office Equipment, photography equipment

CONDITIONS
• Colorado Springs, CO (Remote Optional)
• Domestic and International Travel Required

MINIMUM QUALIFICATIONS
• Bachelor’s Degree preferred and at least five years related experience and/or training; or equivalent combination of education and experience.
• MS Office and Adobe Suite proficiency
• Excellent written, communication and interpersonal skills
• Strong organizational skills including the ability to independently manage multiple priorities and workflow with acute attention to detail
• Commitment to excellence and high standards
• Versatility, flexibility, and a willingness to work within constantly changing priorities

COMPENSATION: $80,000 to $95,000 depending on applicant’s qualifications and experience. This position is exempt.

BONUS ELIGIBILITY: Bonus potential related to performance

APPLICATION PROCESS

Send Cover Letter and Resume to:

Rod Menzer, CEO

Email: rmenzer@usarchery.org

Deadline for Resume Submission: The full-time position will remain open until filled.
Benefits:

- Paid Vacation
- Paid Sick Leave
- Paid Time Off
- Employer contribution toward Medical, Dental, and Vision insurance coverage
- Employer paid Basic Life Insurance and AD and D ($100,000 coverage), 60% Short-Term and Long-Term Disability
- Health Care and Child Care Flexible Spending Account
- Health Savings Account if enrolled in certain high deductible medicals plans
- Simple IRA participation following qualifying period (Currently employer match up to 3% salary of salary)
- Eligible to enroll in other supplemental/voluntary coverage

We do not discriminate on the basis of race, religion, national origin, gender, sexual orientation, age, handicap, or veteran status. All qualified applicants will be given equal opportunity. Selection decisions are based on job-related factors.