



U.S. Figure Skating Coordinator, Digital Media & Fan Engagement

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 Coordinator, Digital Media & Fan Engagement. U.S. Figure Skating is a member of the United States Olympic Committee (USOC) and the International Skating Union (ISU).

Responsibilities Include: The Coordinator, Digital Media & Fan Engagement, a member of the U.S. Figure Skating Marketing and Communications Department, is responsible for the completion of the tasks listed herein. Emphasis will be placed on ability to work in a team environment, balance multiple projects and deadlines, accuracy, creativity, timeliness, flexibility and professionalism.

Qualifications: Applicant must hold a bachelor's degree in communications, journalism, public relations or related field, master's degree is a plus. Experience in journalism, social media management or sports media relations required. Passion for writing and digital media necessary. Strong background in digital brand building and content creation expected. Working knowledge of figure skating preferred. Exceptional written and verbal communication, organization and planning skills and the ability to work on multiple projects simultaneously while meeting deadlines is a must. An attentive and detail-oriented self-starter with the ability take initiative and ownership of projects will be successful in this position. Proficiency in Microsoft Applications (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (Photoshop, InDesign, Dreamweaver), content management systems, HTML, social media applications (Twitter, Facebook, Snapchat, Instagram, YouTube, etc.), AP style. Ability to work evening and weekend hours and travel as needed.

Classification: Exempt – Salaried position

Reporting Requirement: Reports to Director, Communications

Pay: Commensurate with experience

Application: Send letter of application, a minimum of two work samples and resume to: Michael Terry, Director, Communications at mterry@usfigureskating.org. Please have references available upon request. No calls will be accepted. Review of resumes and applications will begin immediately and applicants will be accepted until the position is filled.

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Duties and responsibilities include, but are not limited to, the following:

Social/Digital Content and Platforms

- Overseeing the administration of U.S. Figure Skating's organizational website (usfigureskating.org) and secondary websites (i.e. wegetup.com and usfigureskatingfanzone.com); including long-term growth and development planning, engagement strategy development and budget management
- Executing the organization's overall social media strategy, working closely with communications and marketing teams to achieve organizational related objectives
- Managing U.S. Figure Skating's social media platforms on a day-to-day basis
- Serving as the editorial lead for the U.S. Figure Skating Fan Zone, executing annual content plan, including management of in-house and freelance providers of written, visual and audio content
- Negotiating contracts and overseeing payment process for editorial contributors
- Overseeing and performing the daily maintenance of assigned pages of usfigureskating.org
- Partnering with organization's Video Production Department to create content that shares compelling stories across U.S. Figure Skating's digital platforms
- Working with U.S. Figure Skating's marketing team on the delivery of digital marketing/social media content in support of partnership agreements
- Monitoring and reporting of monthly digital platform engagement and various other analytics
- Coordinating with NBC Universal's digital group and U.S. Figure Skating marketing team to develop and implement a comprehensive promotional plan for the organization's OTT/direct to consumer streaming service
- Managing U.S. Figure Skating's relationship with social media platforms, assigned digital providers and industry media properties (i.e. USOC, NGBs, ISU, etc.)
- Assisting with the development of social media policies, guidelines and training for Team USA athletes' and monitoring various digital platforms for compliance, providing feedback and support as needed
- Following industry trends in digital/social media and implementing as appropriate to maintain U.S. Figure Skating's position as a leader in fan engagement, content creation and storytelling.
- Other duties/projects as assigned

Communications/media relations

- Assisting with U.S. Figure Skating's overall media strategy planning and execution
- Serving on the communications team at U.S. Figure Skating hosted events (including Skate America, U.S. Championships, U.S. Synchronized Championships and other events as assigned), providing full service event coverage, including moderating press conferences, administering mix-zone interviews and fielding onsite media requests, as needed.
- Fulfilling day-to-day media inquiries and requests as assigned
- Remotely covering key figure skating events (i.e. Grand Prix, Four Continents, etc.) for U.S. Figure Skating digital and social platforms and SKATING magazine
- Writing editorial content, features, articles and athlete bios for print and digital use as needed
- Assisting with the maintenance of U.S. Figure Skating's digital image library
- Traveling to major international figure skating and special events, as necessary to complete assignments
- Providing copywriting/editing support to designated U.S. Figure Skating departments
- Other duties/projects as assigned