



Digital and Event Marketing Manager

Are you passionate about sports and driven to make a difference? We're looking for talented and motivated individuals to join our team. Whether on the field, in the office, or behind the scenes, your work will help shape the future of gymnastics across the United States.

This position is based in Indianapolis, IN.; however, remote work may be considered for the right candidate.

We are seeking an experienced and results-driven Digital and Event Marketing Manager who will develop strategy and implement execution for USA Gymnastics' integrated marketing efforts in events, ticket sales, e-commerce and all areas of broader digital marketing. The Manager is the marketing subject matter expert on, and will lead integrated paid, owned, and earned marketing campaigns. This dynamic role is at the intersection of marketing strategy and event operations, requiring expertise in scaling events with innovative pricing models, targeted promotions, and strategic market outreach. The ideal candidate will have a proven track record in digital marketing efforts, ticket sales, event marketing, and developing compelling campaigns that drive attendance and revenue.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Plan, manage and execute integrated marketing campaigns to drive engagement and revenue, with heavy emphasis on cost-effective online event ticket and merchandise sales, including pricing models, ticket packages, and group sales offers.
- Conduct market analysis to identify demand, competitor pricing, and target audience behaviors to optimize sales.
- Create ticketing packages that appeal to key demographics, including families, clubs, and loyal fanbases.
- Collaborate with venue partners, ticketing platforms, and Local Organizing Committees (LOC) to ensure seamless sales operations.
- Create a detailed marketing timeline, including pre-sale campaigns targeting clubs, early buyers, and gymnastics enthusiasts, followed by general public promotions.
- Plan and coordinate advertising efforts across radio, TV, social media, and digital platforms to maximize event visibility.
- Partner with local and national media outlets to secure promotional partnerships and media trades to support ticket sales.
- Identify opportunities for influencer partnerships and grassroots outreach campaigns to expand event reach.
- Design and implement outreach programs to connect with local gymnastics clubs, schools, and sports organizations, fostering excitement and community involvement.
- Develop on-site activation opportunities featuring athletes, legends, and gymnastics-themed experiences to elevate the event profile.
- Monitor ticket sales performance, providing regular reports and insights to leadership and event stakeholders.
- Analyze the effectiveness of merchandise and event-marketing campaigns, adjusting strategies as needed to achieve sales goals.

- Track ROI for all media buys and promotional efforts, ensuring efficient use of resources.
- Explore legacy tactics to support campaigns when appropriate (broadcast, print, OOH as well as PR and influencer engagement).
- Employ data analytics to report and track results for both merchandise and event marketing; modify tactics based on analysis
- Maintain integrated marketing calendar for relation promotions, email blasts, organic social media and paid social to drive sales
- Develop and execute retargeting campaigns
- Manage paid media marketing budget
- Ensure a consistent brand messaging across paid, owned and earned tactics
- Deploy B2B tactics to drive sales through USAG Membership and Clubs such as bringing legends of the sport to local gymnastics clubs to inspire and engage the community, driving ticket interest
- Work collaboratively with internal and external teams leverage paid, traded, and earned media opportunities including but not limited to the following:
 - Internal: Collaborate with USAG teams in Events, Social Media, Communications, Partnerships, Brand and Creative
 - External: Work closely with local organizing committees, Convention & Visitors Bureaus (CVBs), event venue marketing leads, and USA Gymnastics' retail vendors and merchandise partners
- Support other areas of business growth as assigned

EDUCATION AND QUALIFICATIONS

- Bachelor's degree in Marketing, Sports Management, Business, or a related field.
- 5+ years of relevant experience with demonstrable results in event marketing, ticket sales, or a related role, preferably in sports or live entertainment.
- Proven expertise in creating and executing successful ticket sales campaigns, including market research, pricing strategies, and audience engagement.
- Strong knowledge of media planning, advertising, and promotional strategies, including digital and traditional platforms.
- Exceptional project management skills with the ability to manage multiple campaigns simultaneously.
- Excellent communication and relationship-building skills, with a proven ability to collaborate with diverse stakeholders, including LOCs, CVBs, media outlets, and community organizations.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong knowledge and proficiency in developing and delivering successful digital marketing campaigns including but not limited to owned channels (website, social media, email &c.), paid social, display ads, paid search, remarketing and affiliate marketing
- Highly skilled in SEO, Google Analytics, CRM, data management and data analysis
- Strong project management skills

- Analytical mind, with a passion for measuring data, while being able to communicate insights to internal non-expert audiences
- In-depth knowledge of digital marketing trends
- Strong written and verbal communication skills
- Ability to develop and sustain productive relationships with multiple departments and organizations
- Familiarity with professional sports, National Governing bodies, gymnastics or other youth sports markets is a plus.
- Experience working with venues and tourism organizations to align marketing efforts.
- Creative problem-solver with a passion for delivering exceptional fan experiences.

At USA Gymnastics, we are committed to creating a diverse, equitable, and inclusive environment where everyone is respected and valued. We are dedicated to providing equal opportunities for all, regardless of race, ethnicity, gender, age, religion, disability, or sexual orientation. We seek to create a workplace that reflects the rich diversity of the members we serve and encourage candidates from all backgrounds to apply.