



Content Coordinator

USA Gymnastics is at a pivotal moment as the organization builds toward the LA 2028 Olympic Games and beyond. With a strong foundation in place, the next phase of growth requires a focused, disciplined strategy to support our world class athlete safety, competitive excellence, participation, and long-term sustainability goals.

The Opportunity

Do you love visual storytelling, have an instinct for social media trends, and a passion for travel in pursuit of great content? Reporting to the Social Media Director, the USA Gymnastics Content Coordinator produces compelling content for use on USA Gymnastics' social media and digital platforms to drive engagement and elevate the visibility of the sport and its athletes.

Key Responsibilities

- Shoot and edit videos to highlight athletes, events and gymnastics themes on a range of social and digital platforms.
- Create content to support event marketing and capture video and photo content at competitions, events and camps for use on USA Gymnastics and USAG Partner social media channels.
- Ideate and create content to tell athlete stories and provide BTS insight into the sport and its compelling personalities.
- Provide real-time photo/video coverage and same-day highlights of gymnastics events.
- In collaboration with Social Media Director and Creative teams, put special concentration on strategy and execution on TikTok and YouTube platforms.
- Stay current on developing social media trends and ideate content to capitalize on those trends.
- Working with the Communications & Marketing team, edit and produce content to promote the USA Gymnastics Foundation.
- Assist in management and oversight of discipline-specific social media accounts.
- Assist in creation and execution of content calendar.
- Other creative and video-editing duties as assigned.
- Extensive travel for on-site content capture, including weekends.

Qualifications and Experience

- Demonstrated experience producing content for a brand, team or organization on social and digital channels.
- Exceptional videography, editing & photography skills, with particular resonance on YouTube and TikTok.
- Proficient in Adobe Creative Suite with an emphasis on Adobe Premiere and Photoshop, with knowledge of Adobe Lightroom and Adobe After Effects a plus.
- Experience creating and working with motion graphics and Microsoft Office Suite.

Other Information

- Position is based in Indianapolis, Indiana
- Salary and benefits commensurate with experience, in accordance with applicable state and local laws.

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

- Ability to work for extended periods while standing or walking, including during competitions, events, and camps.
- Ability to sit, stand, walk, bend, stoop, kneel, and move throughout event venues for extended periods.
- Ability to carry up to 20 pounds of equipment.
- Strong communication, organizational, and logistical planning skills.
- Ability to coordinate multiple projects simultaneously.
- Weekend and after-hours work required.

To apply, send your resume and a link to a portfolio or website showcasing your content work to: recruiting@usagym.org. Please include "Content Coordinator" in the subject line of your email.

Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

USA Gymnastics is proud to be an Equal Employment Opportunity Employer. Protection of athletes is a critical component for all positions at USA Gymnastics.