



Events & Marketing Manager

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 commercial strategy to support our world class athlete safety, competitive excellence, participation, and long-term sustainability goals.

The Opportunity

The Events Manager builds and executes the plan to drive ticket sales, attendance, and event-related revenue for USA Gymnastics' marquee fan-facing events, including national championships and elite competitions.

This role will drive demand creation and revenue growth, partnering closely with the Event Operations lead and internal stakeholders to ensure venues are full, campaigns convert, and commercial targets are met.

Managing the promotional funnel that delivers for our most visible events, this role works cross-functionally to align with Event Operations, Partnerships, Digital, Creative, and Media. The role will require cross-channel digital and paid marketing experience and will have clear opportunity to impact the organization's success.

If you are energized by live events, motivated by measurable impact, and excited to help shape how the most watched Olympic sport shows up on the national stage, this role offers tremendous opportunity.

Key Responsibilities

Event Marketing Strategy and Promotion

- Build event-specific marketing strategies aligned with broader brand and commercial objectives
- Develop promotional calendars and go-to-market plans for premier events
- Ensure consistent, compelling storytelling across paid, owned, earned, and experiential channels
- Collaborate with Creative leads to develop and execute event promotion

Ticket Revenue and Demand Generation

- Drive ticket sales and revenue performance for premier events
- Develop and execute integrated marketing plans designed to drive demand, conversion, and attendance
- Develop paid media and digital promotion strategy (search, social, display, retargeting)
- Monitor sales performance; collaborate cross-functionally to adjust strategy in real time to maximize results
- Manage and execute Member Club/Group Sales Program and VIP ticket experiences

Cross-Functional Collaboration

- Serve as a partner to the Event Operations Team, ensuring marketing and operations are tightly aligned
- Collaborate with Partnerships to integrate sponsor assets into event marketing in ways that support ticket sales and revenue
- Coordinate with media, PR, and broadcast partners to amplify promotional reach
- Manage agencies, vendors, and external partners supporting campaign execution as needed
- Collaborate with local CVBs, Sports Commissions, and ticket sales groups

Analytics, Reporting and Optimization

- Establish KPIs tied to ticket revenue, conversion, and return on marketing spend
- Deliver post-event analysis and insights to inform future planning
- Present performance updates and recommendations to leadership
- Manage event marketing budgets, ensuring efficient allocation and strong ROI

Qualifications and Experience

- 5+ years of experience in event marketing, sports marketing, live entertainment, or related commercial roles
- Experience driving ticket sales, attendance, and revenue through marketing and promotion
- Strong understanding of digital marketing, paid media, CRM, and performance analytics
- Experience managing integrated campaigns across multiple channels and stakeholders
- Strong commercial instincts and familiarity with revenue-linked KPIs
- Excellent communicator with experience collaborating cross-functionally
- Background in sports, live events, or large-scale consumer experiences strongly preferred

What Success Looks Like

- Consistent achievement of ticket revenue and attendance targets
- Efficient, high-performing paid and digital campaigns with clear ROI
- Growing fan engagement and demand for premier events
- Seamless partnership with Event Operations, Commercial, and Creative Teams
- Clear, data-driven insights that elevate future event performance

Other Information

- Position is based in Indianapolis, Indiana – currently a hybrid work environment
 - Position is required to be in office at a minimum 1-3 days a week
- Salary and benefits commensurate with experience
 - In compliance with applicable state and local laws, compensation details will be shared during the hiring process
- Weekend work and some travel may be required

To apply, send resume to: recruiting@usagym.org. Please include “Events Manager” 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.**