



Position: Marketing Coordinator

Summary: The Marketing Coordinator is responsible for supporting USA Bobsled/Skeleton's (USABS) sponsorship, partnership, and promotional efforts by managing communications, fulfillment plans, and brand activation. This role plays a vital part in ensuring successful partner engagement and execution across USABS assets, events, and digital platforms. Prior bobsled or skeleton experience is not required.

USA Bobsled/Skeleton is dedicated to providing an athlete-focused training environment, built on the development of the whole athlete. Our goal is to foster a competitive training culture by teaching physical, mental, and technical skills. USABS strives to be the world leader in bobsled and skeleton training, competition, and athlete well-being.

Duties & Responsibilities

- Create a culture of passion, teamwork, support, innovation, transparency, and clear communication throughout all aspects of USABS
- Provide a safe, positive and ethical environment for all athletes, coaches, and staff members
- Inspire and support athletes in their pursuit of excellence through communication, actions, and decision-making
- Maintain a comprehensive database of partner and sponsor contacts and contracts
- Develop and manage the annual USABS fulfillment calendar to track partnership activities
- Accurately input and update partnership details in Asana and other tracking tools
- Project manage and execute partner deliverables across digital, physical, and event touchpoints
- Coordinate and track all partnership fulfillment requirements, including but not limited to:
 - Partner logos on team kits, helmets, competition bobsled and skeleton sleds and promotional sleds
 - Branded photo and video content
 - Social media content, partner quotes, testimonials, and press releases
 - Athlete appearances, signage, bobsled passenger rides, and promotional activations
- Collaborate with USABS staff on relationship touchpoint schedules with partners, sponsors, BOD, and athletes
- Plan and coordinate annual gifts, season wrap-up communications, and general sponsor engagement campaigns
- Assist in planning and executing partner hospitality at USABS races and events
- Organize and distribute incoming sponsored mail/packages and track distribution of sponsored products



BOBSLED SKELETON

- Coordinate sled rentals, wrap logistics, and decal preparation for media shoots
- Assist with social media brainstorming and content development
- Collaborate with photographers and videographers to capture content for partner usage
- Manage and place product orders from suppliers and partners
- Assist with ORDA and UOP communication for event coordination
- Other duties as assigned

Qualifications

- Bachelor's degree in marketing, communications, sports management, or related field
- Successful background check and SafeSport Training required

Skills and Experience

- Excellent written and verbal communication skills
- Highly organized and detail-oriented with strong project management experience
- Ability to multi-task and meet deadlines under pressure
- Familiarity with Asana or similar project management tools
- Customer service and relationship-building mindset
- Experience in sports, event coordination, or partnership activation preferred
- Adhere to USABS code of conduct, policies, procedures, bylaws, U.S. Center for SafeSport policies, and USOPC ethics

Supervisor: Director of Partner & Sponsor Development

Location of Employment: Lake Placid, New York

Employment Status: Part-time Position (20 – 25 hours per week)

Salary: \$23.00 - \$25.00/hr

Hours of Work: The nature of the position demands flexible hours until work is completed to meet the requirements, including but not limited to working extended hours, evenings, and weekends, particularly in-season and during off-season camps.

USA Bobsled/Skeleton is an equal opportunity employer committed to providing a work environment that respects diversity, fosters equal employment opportunity and is free from discrimination. USABS shall not discriminate against any employee or applicant for employment because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.

Interested candidates may apply by sending a cover letter and resume to

aron.mcguire@usabs.com.

One Olympic Plaza
Colorado Springs, CO 80909
USABS.com