

Position: Digital Media and Communications Manager

Summary: The Digital Media and Communications Manager is responsible for developing, planning, and implementing the organization's digital content, communications, and public relations strategies. Key areas of responsibility include internal and external communications, public affairs, social media strategy, content creation, and brand management.

USA Bobsled/Skeleton (USABS) is dedicated to providing an athlete-focused training environment, which is built on the development of the whole athlete. Our goal is to provide a positive and 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

1. Create a culture of passion, teamwork, support, innovation, transparency, and clear communication throughout all aspects of USABS
2. Provide a safe, positive, and ethical environment for all athletes, coaches, and staff members
3. Inspire and support athletes in their pursuit of excellence through communication, actions, and decision-making
4. Create and implement a social media strategy for the organization and post engaging content on Facebook, X, Instagram, LinkedIn, TikTok, and future social media platforms
5. Capture, edit, and publish video and photo content that highlights athletes, events, sponsors, recruitment efforts, and the USABS brand
6. Write and disseminate press releases for all national and international events with U.S. athlete participants, including World Cup, European Cup, Asian Cup, North American Cup, Para Sport, USA Bobsled/Skeleton Push Championships, National Championships and Selection Races
7. Initiate, create, and implement the communications, digital media, and branding strategy across the organization and serve as the organization's spokesperson by developing key messages with the CEO
8. In collaboration with the Director of Partner and Sponsor Development and the Marketing & Sponsorship Activation Manager, ensure sponsorship fulfillment through press release announcements, social media posts, photo and/or video content, and testimonials
9. Create content and manage the USABS website, including updating athlete bios and headshots, posting press releases, and uploading documents such as criteria, SafeSport information, waivers, and organization policies
10. Identify and coordinate social media content creators to help capture and share engaging content from USABS events, training, competitions, and sponsor activations
11. Develop strong relationships with key media members and organizations to secure impactful media coverage
12. Serve as the press officer at the Winter Olympic Games and collaborate with venue press managers at U.S. World Cup events to manage athlete mixed zone
13. Coordinate photographers and videographers to assist with capturing content for sponsorship fulfillment needs, athlete headshots, sport promotion, and social media posts
14. Manage organization-owned domains
15. Collaborate with the Director of Sport Performance and the coaches on a recruitment plan to promote the sports through traditional and online media
16. Support the Hall of Fame Committee by writing bios, securing photos, ordering plaques, managing invitations, and creating a run-of-show for the Hall of Fame induction

17. Oversee the camera system for the live feed to social media for national events, such as USA Bobsled/Skeleton Push Championships and National Team Trials
18. Other duties as assigned

Qualifications

- Bachelor's degree in communications, PR or related field
- Master's degree preferred
- 5+ years of experience in a communications or digital media role
- 3+ years of experience managing social media channels for an organization
- Successful background check and SafeSport Training required

Skills

- Excellent written and verbal communication skills
- Graphic Design experience
- Strong organizational and planning skills
- Knowledge of GoDaddy and G-Suite desired
- Proficient with Canva, Adobe suite, beehiiv, or similar platforms
- Work as part of a multi-function team to achieve the goals of the USABS strategic plan
- Ability to manage multiple projects and priorities

Supervisor: CEO

Location of Employment: Lake Placid, NY, Charlotte, NC or Salt Lake City/Park City, UT Preferred

Employment Status: Permanent, Full-time Position

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. Candidates must be willing and able to travel 120+ days per year, on various IBSF tours and to related bobsled and skeleton events.

USA Bobsled/Skeleton is an equal opportunity employer committed to providing a work environment that respects diversity 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.

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