

## **US Sailing Sr. Communications & Content Manager Job Description**

**Position:** Sr. Communications & Content Manager

**Department:** Marketing and Communications

**Reports to:** Marketing Director

**Position description:** The Sr. Communications & Content Manager at US Sailing will take a leadership role in the development and implementation of communications and content strategies to promote the organization's programs, services, products and events to our members and the public.

### **Roles and Responsibilities:**

The Sr. Communications & Content Manager will lead public relations efforts for our various organizational initiatives. Responsibilities include the following:

- Write and edit news announcements, press releases, feature stories, letters, corporate communications, publication content, website copy, and more
- Organize and provide coverage for US Sailing Events and Competitions through all appropriate communication channels
- Draft messaging and talking points for US Sailing leadership and spokespersons
- Execute an effective schedule of online and offline communications initiatives, integrating online and new media, email, print, direct mail, social media, company websites, SEM/SEO strategy development, and brand storytelling
- Organize and manage the communications and content calendar for the organization inclusive of the US Sailing Team
- Organize and execute weekly and monthly newsletters
- Develop, lead, and execute communications tracking strategies
- Develop targeted email marketing strategies
- Implement strategies in support of membership communications
- Work closely with staff on developing and updating website content
- Develop and implement crisis communications plans
- Manage creative production timeline of online and offline marketing assets, graphic design, video production, and web development, from the initial concept to finished product and execution
- Manage the content development team (written, web, video, graphic) in support of the Marketing & Communications Associate and the US Sailing Team Media and Communications Coordinator's activities
- Lead content development activities to support events, competitions, US Sailing Foundation, and other general needs across the organization
- Hire and provide direction and coordination for external photography, videography, and writing freelance contractors and vendors
- Hire and train interns
- Conduct media training to US Sailing event host organizations

- Deliver public relations presentations and status reports on initiatives
- Handle media inquiries and facilitate interviews
- Identify short-term and long-term scheduling, budget, and resource needs, including developing and managing an annual communications and content budget

**Position Qualifications and Requirements:**

- Bachelor's Degree in communications or related field, Graduate degree a plus
- Communications and content experience in an Athletic Department, National Governing Body, or governmental organization a plus
- 5-7 years public relations, marketing, advertising, content development and management and/or professional writing experience.
- Superior written and verbal skills, public relations, marketing, and management skills
- Intuitive, proactive, collaborative, leader, driver, creative problem solver, analytical, versatile professional
- A team leader with strong management skills in running a communications and content team, with a willingness to share your knowledge to support the team and nurture more junior team members
- Ability to manage multiple projects with varying priority at one time
- Strong copywriting and proofreading skills
- Attention to detail and upholding brand standards and consistency
- Willingness to travel and have flexible working hours to accommodate events, competitions and other communications and content development needs across the organization