USA Ultimate, the national governing body for the sport of ultimate in the United States and proud member of the U.S. Olympic Committee, is searching for a talented digital marketing and communications manager to become part of its team in Colorado Springs, Colo. This position will work closely with senior leadership and department managers to analyze, plan, execute, manage and measure an overall digital marketing and communications growth strategy. The successful candidate will oversee various campaigns specifically targeted at both internal and external audiences. This person will be 100% fluent in all things digital/social and leverage both existing and future organizational assets to effectively increase awareness and participation in the sport of ultimate and promote USA Ultimate properties.

Responsibilities:

Create & Execute Content

- Collaborate with internal teams to develop narratives consistent with the organization’s mission, core values and strategy.
- Lead the production and strategic distribution of multimedia content to drive awareness of USA Ultimate’s brand and programs.
- Conceive, produce, edit and distribute original, strategic and high-quality multimedia assets for regular consumption by targeted audiences (including but not limited to: video, infographics, motion graphics, and other engaging and shareable content.)
- Plan and execute all website, SEO/SEM, email, social media, mobile app and other digital campaigns.
- Design and maintain microsites in support of USA Ultimate and its properties, events, teams and programs.
- Enhance and maintain USA Ultimate’s social media presence.

Measure

- Utilize analytics tools to plan, execute and measure the effectiveness of targeted digital marketing, communications and advertising campaigns.
- Measure and report performance of all digital campaigns and assess against goals (ROI & KPIs).

Innovate

- Identify and evaluate trends and insights for emerging digital platforms and technologies. Provide direction, perspective and recommendation for strategic implementation where appropriate.
- Brainstorm new and creative growth strategies designed to increase participation in ultimate (with a special emphasis on youth) and awareness of USA Ultimate properties and values.
Qualifications/Requirements:

- Bachelor’s degree in marketing or related field required.
- Minimum 2 years of experience with a marketing, advertising or digital agency; or leading the digital marketing efforts of a sports or membership-based organization.
- Professional experience producing visual content – including but not limited to video content, still photography, motion graphic, animation and infographics – around news, media and promotional content.
- Sophisticated understanding of video/photojournalism and how to use content to craft a compelling narrative.
- Proficiency directing, producing and editing multimedia projects using industry-standard software, including but not limited to: images, sound, voice-over, music and computer-generated effects.
- Ability to prioritize and manage multiple competing demands while maintaining the ability to execute against a deadline.
- Experience using professional photo and video equipment as well as editing software including Final Cut Pro and Adobe Creative Suite (After Effects, Premiere, Lightroom, Photoshop and Adobe Media Encoder).
- Solid knowledge of analytics tools, e.g., Google Analytics, NetInsight, Omniture, WebTrends.
- Working knowledge of ad-serving tools.
- Strong analytical skills and data-driven thinking.
- Knowledge of HTML, CSS and JavaScript development and constraints.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, inspire and motivate.
- Must be both technical and marketing minded.
- Must demonstrate USA Ultimate’s core values: Respect, Integrity, Responsibility, Leadership and Teamwork.
- Ability to travel and work non-traditional hours, including weekends and holidays. Travel includes events and conferences.

To Apply:

Send letter of application and résumé to Andy Lee, Director of Marketing & Communications to: HR@usaultimate.org.

Review of application materials will begin immediately, and applicants will be accepted until the position has been filled.

Classification: Exempt Employee

Salary: Commensurate with experience

USA Ultimate is an equal opportunity employer.