**Director of Communications, Marketing & Development Job Description**

USA Judo is the national governing body for the sport of Judo recognized by the United States Olympic & Paralympic Committee and the International Judo Federation. Its main headquarters are in Colorado Springs, CO.

USA Judo is an equal opportunity employer committed to increasing the diversity of its community. We do not discriminate on the basis of race, color, national origin, gender, age, religion, gender identity or expression, disability, or sexual orientation.

**Summary**

The Director of Communications, Marketing and Development is responsible for overseeing all aspects of these three areas for USA Judo. This includes, but is not limited to, serving as the organizational spokesperson and primary point of contact for USA Judo Partners and media as well as managing strategies for internal and external communications, including social media. This position will also assist with sponsor recruitment and servicing and work with the CEO on fundraising and development strategies and efforts. This individual will report to the CEO and work closely with the entire national office staff.

**Primary Communications Responsibilities**

- Develop vision, strategy and policies for USA Judo website and organizational social media channels, including the creation and implementation of content calendars; working with departments and committees throughout USA Judo to post relevant content that reflects key messaging and reflects the organization’s core values.
- Serve as USA Judo’s spokesperson and primary media contact to cultivate positive relationships with members of the media, including coordinating interviews, providing photos and video of key subjects and proactive pitching of fresh and interesting stories.
- Manages crisis communications, serving as the organizational spokesperson and working with USA Judo leadership on the development of appropriate messaging.
- Manage remote and in-person coverage of athlete results at domestic and international events for senior, junior, cadet, veteran and Paralympic Judo players.
- Create promotional opportunities for USA Judo and its athletes in print media, broadcast media, web and other media formats.
- Organize and manage digital content including streaming, videos, photographs.
- Coordinate broadcasts/streaming of domestic and international events including contracting of all aspects of production and ensure compliance with broadcast guidelines.
- Work with staff and appropriate constituent groups to identify and implement public relations policies and goals of USA Judo.
- Create and deliver press releases, media relations content, bios, newsletter content and leadership talking points.
- Promote products, programs and services through public relations initiatives.
- Research media coverage and industry trends and monitor analytics for reach and impact.
- Improve communication efficiencies within USA Judo Community.
- Ensures organizational adherence to brand guidelines and works with relevant constituents to update and develop relevant style guides as needed.
- Oversee all aspects of USA Judo publications, including the management of third-party vendors with regard to publications and website as needed.

**Primary Marketing Responsibilities**
- Develop a marketing plan that will promote Judo in the United States and assist in the identification and securement organization partners.
- Create, update and monitor brand marketing guidelines.
- Create and implement strategy to build and grow USA Judo’s digital ecosystem, manage third party vendors and implement successful integrations.
- Create, edit, deliver and/or oversee third-party vendors in the creation of compelling marketing materials.
- Prepare, monitor and service sponsorship proposals and relationships.
- Create and administer merchandising programs.
- Coordinate internal and external promotion of USA Judo events.
- Develop and implement marketing and promotional plans for programs including but not limited to:
  - Judo in Schools
  - Night of Champions Award Banquet
  - Play LA
  - Police Professionals & PAL (P3) Program
  - USA Judo Hall of Fame Program

**Primary Development Opportunities**
- In collaboration with CEO, develop and execute USA Judo’s annual fundraising plan.
- Research, apply for and secure financial support from individuals, foundations and corporations.
- Oversee processing of donations and communications with donors.
- Develop and maintain ongoing relationships with major donors.
- Create and execute a strategy for a large, sustained base of annual individual donors.
- Oversee organization of fundraising special events and programs.
- Develop and track proposals and reports for all foundation and corporate fundraising.

Additional responsibilities may be assigned by the CEO

**Qualifications**
- Bachelor’s degree in marketing, journalism or communications with at least 5-7 years of experience in the marketing/communications/development field.
- Experience with Olympic, Paralympic, professional or college sports organizations preferred.
- Excellent verbal and written communication skills, including ability to write news and feature stories, organizational statements, sponsor proposals and marketing decks, donor correspondence, speeches and talking points.
- Proficiency with content management systems required with HTML knowledge a plus.
- Proficiency in AP Style required.
• Proficiency in Adobe Creative Suite, Microsoft Office and website content management systems required.
• Experience with graphic design computer software preferred.
• Creative thinker with strong organizational and problem-solving skills; able to manage priorities and workflow with exemplary attention to details and commitment to excellence.
• Versatility, flexibility, and a willingness to work within multiple, simultaneous and constantly changing priorities with enthusiasm.
• Excellent customer service and interpersonal skills to work with a diverse group of individuals at all organizational levels.
• Ability to work independently and as a member of various teams and committees.
• Proven ability to handle multiple projects and meet deadlines.
• Good judgment with the ability to make timely and sound decisions.
• Creative and innovative team player.
• Ability to work on complex projects with general direction and minimal guidance.
• Ability to effectively communicate with people at all levels and from various backgrounds.
• Confidentiality of information a must.

**Competencies:**

• Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively.
• Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
• Shows respect and sensitivity for cultural differences; educates others on value of diversity; promotes a harassment-free environment.
• Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.
• Speaks clearly and persuasively in positive or negative situations; actively listens; responds well to questions; demonstrates group presentation skills; actively participates in meetings.
• Prioritizes and plans work activities; uses time efficiently; plans for necessary resources; sets goals and objectives; develops realistic action plans.
• Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
• Develops strategies to achieve organizational goals; understands organization’s strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

**Compensation**

**Starting Salary Range**
• $70,000 – 75,000 annually (commensurate with experience)

**Benefits Offered**
• Paid vacation, personal and sick time
• 10 paid holidays per year
• 401(k) retirement plan with company match up to 3% after one year of employment
• Medical, dental and vision insurance
• Employer paid life, short and long-term disability insurance
Other Information
- Reports to CEO
- Ability to work from National Office is preferred.
- This is a full-time exempt position
- Ability to travel as needed both domestically and internationally (approximately 15-25%).
- Non-traditional work hours including weekends and holidays

Application Process
To be considered, applicants must submit a cover letter and resume to:
Keith.Bryant@usajudo.us

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.