

U.S. FIGURE SKATING

U.S. Figure Skating, the National Governing Body (NGB) for the sport of figure skating, located in Colorado Springs, Colorado. U.S. Figure Skating is a member of the United States Olympic and Paralympic Committee (USOPC) and the International Skating Union (ISU).

U.S. Figure Skating is an Equal Opportunity Employer and does not discriminate based on race, color, religion, national origin, gender, gender identity or expression, sexual orientation, age, disability, or any other status or characteristic protected by law or regulation. We are committed to building and sustaining a diverse team by maintaining hiring and recruiting processes that are free from bias.

POSITION DESCRIPTION

U.S. Figure Skating is seeking a Director of Marketing Operations to bring structure, clarity, and follow-through to our marketing and commercial efforts. This role will report to the Chief Commercial Officer (CCO) to turn ideas into action, ensuring projects and campaigns are delivered on time, on budget, and aligned with the organization's strategic goals. The right candidate is both a thinker and a doer, able to step back and see the big picture while also jumping into the details to keep things moving. This person will lead cross-departmental initiatives, manage teams, and drive accountability, but also roll up their sleeves when needed to make sure work gets done.

DUTIES AND RESPONSIBILITIES INCLUDE

- Oversee the planning, execution, and tracking of major marketing and commercial projects.
- Manage timelines and budgets while holding teams accountable to ensure initiatives stay on track and align with organizational priorities.
- Build and refine workflows, processes, and systems that make the marketing function more efficient, scalable, and reliable.
- Partner with departments such as membership, events, high performance, and partnerships to develop and execute marketing strategies that elevate programs and initiatives, ensuring they are promoted effectively and aligned with the strategic plan.
- Manage the Business Intelligence Manager, guiding the onboarding, integration, and use of marketing technology tools such as CRM, email, and automation platforms to improve performance and connectivity.
- Collaborate with marketing and other internal departments to review and track data, set clear goals, and use data to shape smarter decisions.
- Manage marketing budgets, ensuring resources are allocated effectively and tracked accurately.
- Turn ideas and direction into clear priorities, making sure time and resources are focused on the projects that matter most to the organization.

QUALIFICATIONS

To perform this job successfully, the candidate must be able to perform each essential duty above to the highest level. The requirements listed below are representative of the knowledge, skill, and/or ability needed to be a successful candidate.

- Bachelor's degree in Marketing, Sports Management, Business, or related field.
- 7+ years of progressive experience in marketing, with leadership responsibilities.
- Demonstrated success in community engagement, grassroots marketing, and event marketing.
- Strong project management skills with the ability to lead multiple initiatives simultaneously and deliver on deadlines.
- Excellent written, verbal, and presentation skills.
- Proficient in digital marketing platforms, CRM systems, social media tools, and analytics software.
- Ability to work collaboratively across departments and with external partners.

Preferred Skills:

- Experience working in sports, nonprofit, or membership-based organizations.
- Familiarity with marketing automation platforms and advanced analytics tools.
- Ability to analyze and interpret marketing data to guide decision-making and campaign improvements

LOCATION

Colorado Springs, Colorado (Hybrid)

U.S. Figure Skating has a flexible work environment. Team members are required to work in the office three days per week; additional temporary remote opportunities exist throughout the year based on the organization's business operations.

COMPENSATION

\$80,000-\$100,000

CLASSIFICATION

Full-Time, Exempt

REPORTING REQUIREMENT

Reporting to the Chief Commercial Officer

APPLICATION

Please send letter of application and resume to:
Marlene Heck, Human Resources Coordinator
mheck@usfigureskating.org

Please note telephone calls will NOT be accepted.

Candidate review will begin immediately. Applicants will be accepted until the position has been filled.