



POSITION TITLE: Event Marketing and Operations Manager

REPORTS TO: Director of Events

SUMMARY

The Event Marketing and Operations Manager will play a key role in elevating USA Archery's national events through strategic marketing, high-quality execution, and exceptional participant experience. This position is responsible for planning and managing logistics for USA Archery's national tournaments and sanctioned events, while leading integrated marketing and communications strategies that promote participation, visibility, and brand consistency.

Working collaboratively across departments, the Manager ensures events reflect USA Archery's mission, deliver operational excellence, and engage athletes, fans, partners, and host communities. Key areas of focus include event logistics and vendor management, on-site operations, digital and on-site marketing activations, sponsorship fulfillment, and data-driven evaluation to enhance event reach and impact.

ESSENTIAL FUNCTIONS

Duties include, but are not limited to the following:

- Develops marketing plans for event ecosystem to include: signage, venue dressing, music and entertainment, and other on-site activations or special events.
- Coordinates event prize checks, event and program awards and manages awards ceremonies.
- Negotiates event logistics and services agreements to include medical, security, hotel accommodations, meal catering, and equipment rentals (e.g., tents, trailers, forklift, portable restrooms, golf carts) and coordinates onsite set up.
- Supports onsite daily event operations and serves as point of contact for event customer service.
- Schedules pre-event meetings with Local Organizing Committees (LOCs) and USAA staff to plan all components of event operations and staffing.
- Solicits digital advertisement sales and provides event information for timely use in USAA event programs and magazines, social media, website, newsletters and other promotional campaigns to maximize event participation and fan engagement.
- Coordinates travel arrangements and meals for event staff and contractors in alignment with event-specific needs and budgetary guidelines and provides event schedule for internal operations.
- Solicits and manages vendor participation and on-site logistics (e.g., merchandising, equipment, food and other vendors).
- Collaborates with LOCs to prepare materials and supplies for athlete registration bags, special events and CVB engagement.
- Ensures timely and accurate communications are provided to coaches and athletes regarding event registration deadlines and other key updates.

- Manages volunteer logistics including t-shirt distribution, check-in, role assignments and credentialing, ensuring adherence to the Athlete Safety Procedures for Event Organizers.
- Manages the planning, coordination and placement of sponsor and event signage and other onsite or digital marketing activations.
- Ensures compliance with MAAPP (Minor Athlete Abuse Prevention Policy) by managing the USAA Event Personnel Tracking Tool for each event, posts MAAPP guidelines at events, and coordinates the ordering and distribution of event credentials for athletes, coaches, and others.
- Collects and reviews expense reimbursement submissions from contractors and submits for final approval within 30 days post-event.

OTHER DUTIES

- Assists in the development and management of the USAA budgets, policies and procedures
- Fields general email phone inquiries
- Attends required USAA staff meetings
- Works cross functionally with USAA marketing and communications staff
- Other duties as assigned

TOOLS/EQUIPMENT:

- Standard office equipment
- Able to assist with all aspects of outdoor target event set-up and tear down. Includes lifting 50-75 lbs.

WORK LOCATION AND TRAVEL:

- Colorado Springs office location preferred, but remote location optional for right candidate
- Travel to national events (peak event time April to October)

MINIMUM QUALIFICATIONS

- Associate's degree in Event Management, Event Marketing, Sports Management, Hospitality, Business Administration, and/or a related field (or equivalent work experience).
- 2+ years' experience in event marketing and coordination, logistics, or operations support.
- Strong organizational and time-management skills with the ability to manage multiple priorities.
- Excellent communication and interpersonal skills for working with staff, volunteers, and vendors.
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook), Adobe Suite, Canva preferred and/or comfort with learning event management and other software or tools.
- Ability to travel and work flexible hours, including weekends, evenings and holidays, as required for events.
- Demonstrated ability to work both independently and collaboratively in a team setting.

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COMPENSATION: \$50,000 to 60,000. This position is exempt.

ELIGIBLE FOR ANNUAL BONUS: Yes – At the discretion of CEO

BENEFITS

- Paid Vacation
- Paid Sick Leave
- Paid Time Off
- Employer contribution toward Medical, Dental, and Vision insurance coverage
- Employer paid Basic Life Insurance and AD and D (\$100,000 coverage), 60% Short-Term and Long-Term Disability
- Health Care and Childcare Flexible Spending Account
- Health Savings Account if enrolled in certain high deductible medicals plans
- Simple IRA with employer match up to 3% salary of salary
- Eligible to enroll in other supplemental/voluntary coverage

APPLICATION PROCESS:

Send Cover Letter and Resume to:

Email: careers@usarchery.org

Deadline for Resume Submission: **November 30th, 2025**

USAA does not discriminate on the basis of race, religion, national origin, gender, sexual orientation, age, handicap, or veteran status. All qualified applicants will be given equal opportunity. Selection decisions are based on job-related factors.