



USA ARCHERY

POSITION TITLE: Media and Communications Coordinator

REPORTS TO: Media and Communications Specialist

SUMMARY USA Archery's (USAA) Media and Communications Coordinator will work closely with USAA Marketing and Communications staff members. Coordinator is responsible for developing and implementing targeted communications strategies and plans that engage a broad range of audiences and ensure a consistent message that aligns with our mission, and strategic and tactical plans. Communications include news articles, digital and print communications and collateral, social media, broadcast, etc.

GENERAL DUTIES

- Write regular article content for website promoting USAA events, programs, organizational successes, highlighting athletes, coaches, clubs, opportunities, etc.
- Copy edits articles and marketing materials
- Assist with creation of newsletters including USAA monthly member newsletter, quarterly High Performance and Explore Archery Newsletters and Judge Newsletter
- Create engaging emails to communicate with members and develop communication strategy to better share important updates and opportunities with members, fans, etc.
- Build and send mass emails on behalf of USAA
- Maintain USAA's social media channels
- Oversee content calendar and assist with strategy
- Build and maintain media contact list and nurture important media relationships
- Actively seek media opportunities to promote USAA athletes and organization
- Create and send press releases to distribution list in timely manner
- Field media requests and facilitate interviews with USAA staff and athletes; speak on behalf of USAA as needed for press
- Provide photography services for assigned events
- Create daily coverage of national and international events including articles/press releases, social media posts, share results/records, include video as applicable
- Oversee onsite media at events – supervise media access areas, facilitate interviews, ensure Athlete Safety Procedures for Event Organizers as related to media are met, approve credential requests
- Coordinate live stream efforts as applicable
- Oversee social media ads (selling, contracts, creating content as needed, implementing ads)

OTHER DUTIES

- Generate revenue when and where possible
- Join marketing and event calls and assist in brainstorming efforts, collaborate on projects as able
- Build positive relationships with athletes, sponsors, program leaders, local event organizers, etc. to leverage for support on content and media needs
- Attends required USAA staff meetings
- Other duties as assigned

TOOLS/EQUIPMENT

- Standard Office Equipment

CONDITIONS

- Located in Chula Vista, CA
- Domestic and International Travel Required

MINIMUM QUALIFICATIONS

- Bachelor's Degree and two years' experience in communications
- MS Office proficiency, Database proficiency
- Excellent written, communication and interpersonal skills
- Strong organizational skills including the ability to independently manage multiple priorities and workflow with acute attention to detail
- Commitment to excellence and high standards
- Versatility, flexibility, and a willingness to work within constantly changing priorities

COMPENSATION: \$40,000 to \$50,000 depending on applicant's qualifications and experience. This position is non-exempt.

BENEFITS OFFERED

- Paid vacation, personal and sick time
- 11 paid holidays per year
- Comprehensive benefits package (medical, dental, vision, life insurance)
- Simple IRA plan upon meeting participation requirements with employer match

Please send resumes and cover letters to: Rmenzer@usarchery.org

Deadline: Open Until Filled

We do 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.