



Communications and Marketing Manager

The National Interscholastic Cycling Association's (NICA) mission is to build strong minds, bodies, character, and communities through cycling. Founded in 2009 as a 501(c)3 nonprofit, NICA develops interscholastic mountain biking programs for student-athletes and coaches across the United States. NICA provides leadership services and governance for local leagues to produce quality mountain bike events. NICA has served approximately 40,000 student-athletes. Currently, NICA has 30 state and regional leagues and over 15,00 volunteer coaches who are working annually with over 26,000 student-athletes in more than 1,000 high schools and middle schools in the USA.

Reporting to the Director of Brand and Marketing, the Communications and Marketing Manager is a full-time exempt (salaried) position. The three primary areas of responsibility are communications, marketing, and partner management. This position has no direct reports. The position is a member of the Marketing, Communications, and Development Team.

Responsibilities

Social and General Communications

- Develops, manages and executes annual and monthly master communication plans according to NICA's current mission and messaging
- Point of contact for social communications for NICA Leagues
- Develops and administers NICA News (electronic newsletter) content and design
- Collaborates with coach licensing manager to develop and administer national coaches news content
- Develops and administers social media content and calendar
- Manages the organization's press releases and media contacts and serves as the point of contact for NICA press releases and all press inquiries
- Responsible for managing Omni-channel promotions (social, email, website, physical events)
- Develops, maintains, and executes pre-crafted communications in accordance to annual programmatic cycle
- Responsible for photo management and best-practices
- Trains and advises state league communications staff
- Develops content and provides editorial oversight for NICA promotional materials

Marketing and Brand Management

- Develops marketing, communication and social media collateral for NICA's annual fundraising campaign
- Ensures strong brand presence across all channels
- Provides review and oversight of products and materials utilizing NICA brand
- Implements, monitors, and manages Google AdWords; tracks and manages website and social media analytics for reporting through Google Analytics and social media management platforms

Partner Management

- Maintains partnership dashboard and reporting in e-tapestry
- Responsible for meeting social media and eNewsletter quotas regarding partner obligations
- Plans, coordinates, and leads fulfillment of partnership marketing activation
- Works to continue development and improvement of partner systems and best practices
- Works with partners to develop, implement, and manage joint special projects
- Serves as liaison for partner communications and promotions with NICA and state leagues

Qualifications

- Bachelor's degree in Communications, Marketing, or related field; advanced degree a plus
- 3-5 years of related experience or an otherwise proven understanding of corporate communications, content development, and social media marketing
- Strong proficiency in copywriting and editing, print and electronic communications
- Expertise with social media management software such as SproutSocial or Hootsuite
- Working knowledge of content management platforms such as WordPress
- Expertise with Google Workspace, Google AdWords, and Google Analytics
- Proven project management track record; experience using Monday.com and Slack platforms
- Hands-on skills in basic digital photography and videography
- Excellent verbal communication skills and customer service focus
- Strong organizational and time management skills. Ability to manage multiple deadlines simultaneously
- Effective verbal, written, and presentation skills
- Ability to work well with a team or independently with minimal supervision
- Ability to travel to other work locations and meetings/trainings across the country if required, including possession of a valid drivers license
- Requires significant work time on a Mac computer and smartphone
- A background check will need to be processed (required for work with student-athletes)

To Apply

Please send a cover letter and resume to Kelly Curry, HR Director at jobs@nationalmtb.org by January 31, 2022. Those whose applications are up for consideration will be contacted after February 4, 2022

NICA is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.