



National Interscholastic Cycling Association

2414 Sixth Street
Berkeley CA 94710
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www.nationalmtb.org

Website Operations Coordinator

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 Digital Marketing Operations Manager is a part-time position, responsible for website maintenance, content and hosting management for the national office and state leagues. The Digital Marketing Operations Supervisor deploys and maintains WordPress websites, working with in-house staff and regional state leagues, prioritizing deadlines and deliverables as needed. This position has no direct reports.

The position is 50% PTE a member of the Marketing, Communications, and Development Team.

Responsibilities

Website Ops, Email and Server Management (WordPress, Mad Mimi, HTML Editor)

- WordPress administrator, creates websites, manages content, and updates plugins across a network of 30+ domains
- Writes and edits HTML and CSS code, with working knowledge of PHP language
- Identifies, troubleshoots and resolves web issues, maintains website security, updates websites as needed
- Maintains all national and state league domains; modifies server files via Liquid Web Cloud Sites and FTP
- Clones and migrates existing websites to repurpose for new leagues
- Creates, imports and exports databases using phpMyAdmin
- Maintains Mad Mimi newsletter application, and trains new leagues on basic use
- Works with marketing team to prioritize timelines for various web and email projects
- Maintains, administrates and updates Google Analytics and Data Studio

Qualifications

- Bachelor's Degree and 2-4 years website operations management experience, ideally in the creative services industry
- Understanding of WordPress, Google Analytics, and eMail Platforms
- Experience with modern digital marketing tools and techniques
- Experience with industry best practices in relation to information architecture, user experience, and user interface designs
- Proven experience working with teams across multiple departments
- Able to travel domestically if required including possession of a valid driver's license
- Background check will need to be processed (required for work in a youth organization)

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.