

Title: Communications Coordinator

Location: USA Climbing National Headquarters – Salt Lake City, UT

Position Type: Full Time – Exempt

Reports to: Director of Marketing and Communications

About USA Climbing

USA Climbing supports the well-being, development, and competitive excellence of our athletes as we advance the accessibility and growth of the climbing community nationwide.

USA Climbing is the National Governing Body for the sport of competition climbing in the United States and is a member organization of the International Federation of Sport Climbing (IFSC). We are a small but highly committed team dedicated to advancing the sport and supporting athletes in achieving their best. USA Climbing hosts IFSC World Cups annually, sends elite athletes to compete internationally, and conducts programming and events for our Youth, Collegiate, Para Climbing, and Elite series. The organization is funded by members, donors, partners, and the U.S. Olympic & Paralympic Committee.

How You'll Contribute

The Communications Coordinator will support the Marketing and Communications department by delivering engaging content across USA Climbing's channels and identifying new opportunities to connect with our community. This role is critical to fulfilling our mission, deepening relationships with stakeholders, and growing awareness of both the sport and organization.

Roles and Responsibilities

Content Creation & Management

- Develop, write, and publish engaging content for USA Climbing's website, social media channels, and email newsletters.
- Maintain a consistent voice and visual identity that aligns with USA Climbing's mission, brand guidelines, and tone.
- Coordinate and update website content to ensure accuracy, timeliness, and relevance.
- Maintain a communications calendar.

Social Media Strategy & Execution

- Manage frequent posting, engagement, and community interaction across USA Climbing's social media platforms.

- Monitor trends and analytics to optimize reach and engagement.

Email Communications

- Draft, design, and distribute email newsletters and announcements to USA Climbing members, fans, and other stakeholders.
- Collaborate with internal departments to ensure key updates and initiatives are effectively communicated.
- Track performance metrics and recommend improvements.

Community Engagement

- Work with the Director of Marketing and Communications to develop and maintain a community events strategy and calendar.
- Represent USA Climbing at community events, managing the organization's on-site presence and activations.

Reporting

- Provide monthly and quarterly marketing reports to the Director of Marketing and Communications by collecting and analyzing data across USA Climbing's channels.
- Identify trends and propose strategies to maximize USA Climbing's impact.

Take on additional marketing and communications responsibilities as skills and experience grow.

Education and Qualifications

- Passion for sports and an understanding of the sports industry; knowledge of climbing is strongly valued.
- Bachelor's degree or equivalent experience and 2+ years of marketing and/or communications experience.
- Knowledge of traditional, digital, and content marketing, as well as social media strategy.
- Experience managing social media platforms, email marketing systems, and other digital tools.
- Excellent interpersonal, written, and verbal communication skills, with the ability to work well under pressure.
- Proficiency in Microsoft Office programs.

Preferred:

- Proficiency with Adobe Creative Cloud (Illustrator, Photoshop, Premiere Pro).
- Experience with graphic design, photography, and videography.



Work Environment

This position is based in Salt Lake City, Utah, and requires some travel, evening, and weekend work. Events may involve physical labor and the ability to lift up to 50 lbs.

Compensation

- Salary range is \$45,000 - \$60,000 and is commensurate with experience.
- Flexible Vacation / Paid Time Off
- Inclusion in USAC benefits package (Health/Vision/Dental, IRA, including company match)
- “Pro Deals” with participating companies
- Position involves travel and some evening and weekend work during events

Application Process

Interested candidates should submit a resume and cover letter to Patrick Bodnar at patrick@usaclimbing.org. Applications will be reviewed on a rolling basis. USA Climbing supports diversity, equity, and inclusion in all its forms and strives to incorporate DEI into all it does. We encourage those from underrepresented communities to apply.