

Title: Director of Marketing & Communications

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

Position Type: Full Time - Exempt

Reports to: President and CEO

How High Do You Want to Climb?

Climbing is reaching new heights! Following the sport's historic Olympic debut in Tokyo and a successful showing in Paris 2024, the momentum is accelerating toward our home Games in Los Angeles. For the first time at the LA28 Games, we will also make our Paralympic debut. As the Olympic and Paralympic National Governing Body (NGB) for the sport in the United States, USA Climbing is a leader in the global community and a member of World Climbing.

Our Mission

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.

The Opportunity

We are searching for a visionary and driven professional to lead, develop, and execute our marketing and communications efforts. This is a critical leadership role as we build toward LA28, aimed at converting global sport awareness into long-term brand equity and revenue growth. You will manage integrated marketing and communications across the entirety of the organization, including USA Climbing and the USA Climbing Foundation.

Key Responsibilities

- **Strategic Brand Leadership:** Develop and execute a comprehensive 360-degree marketing and communications plan with impactful tactics and measurable KPIs.
- **Brand & Identity:** Build and enhance the USA Climbing brand while managing message-driven communications that engage all members and stakeholders.
- **Partnership Activation:** Establish a premier environment for corporate partners, managing day-to-day relationships to ensure maximum satisfaction and brand integration.
- **Digital Ecosystem:** Lead all content creation and editorial calendars for the website, social media, and CRM platforms.
- **Broadcast & Media:** Expand broadcast partnerships to deliver maximum exposure for athletes and partners, overseeing event broadcast content and brand deliverables.
- **Earned Media:** Leverage the USA Climbing narrative through proactive, strategic outreach to national and industry media outlets.
- **Revenue Growth:** Lead marketing programs for event ticket sales, membership recruitment, and the expansion of the organization's retail presence.

- **Industry Collaboration:** Partner with the Climbing Wall Association, Climbing Business Journal, and local gyms to build broad support and community engagement.
- **National Training Center:** Develop and implement communications for the National Training Center projects and support the fundraising efforts as needed.
- **Operations & Mentorship:** Manage departmental staff, volunteers, and outside vendors while overseeing the departmental budget.

Skills & Qualifications

- **Professional Experience:** Bachelor's degree in marketing, communications, or a related field with 5+ years of experience in a related leadership role.
- **Industry Knowledge:** A deep passion for sports business; Olympic experience is preferred and climbing knowledge is highly valued.
- **Strategic Mastery:** Hands-on experience in developing integrated marketing plans, brand management, and high-level communications strategy.
- **Digital Proficiency:** Deep understanding of digital marketing, social media analytics, and best practices.
- **Technical Skills:** Proficiency in WordPress (CMS), Mailchimp (CRM), and design tools including Photoshop, Illustrator, InDesign, Canva, and PremierePro.
- **Leadership Traits:** Detail-oriented, self-motivated, and able to prioritize tasks in a fast-paced environment.

Compensation & Benefits

- **Financial:** Competitive compensation package commensurate with experience, IRA participation with company match.
- **Health:** Generous health, vision, and dental benefits.
- **Time Off:** Vacation and paid time off.
- **Perks:** Climbing gym memberships, industry brand discounts, and professional development opportunities, including managing communications for USA Climbing at the Olympic Games.

Additional Information: This position is based in Salt Lake City, UT. The role requires travel, evening, and weekend work, and may require physical labor including the ability to lift 50 lbs.

Application Instructions: Applicants must email a resume and cover letter to caitlin@usaclimbing.org in order to be considered.

USA Climbing is committed to fostering a diverse and inclusive environment and encourages all qualified applicants to apply.

