



## Event Ticketing and Community Outreach Manager Job Description

At USA Gymnastics (USAG), our mission is to build a community and culture of health, safety, and excellence, where athletes can thrive in sport and in life. We are creating an athlete-centric organization and are guided by our organizational values: Safety, Accountability, Integrity, Transparency, and Listening. As part of making safety our highest value, it is part of everyone's role in the organization to prioritize the protection of members, particularly minor athletes, from harm.

### **Position Summary**

This position reports directly to the Chief Communications and Marketing Officer and manages various areas of USAG's community outreach and event marketing, with the aim to increase community engagement, enhance alumni athlete integration, ticket revenue, attendance and the profile of USAG. This position interacts with various departments – Communications, Events, Finance, Membership, Operations and Program – to bring cross-functional plans to life and deliver mutually-beneficial results.

### **Responsibilities:**

#### Event Marketing

- Manage all aspects of the Club Ticket Sales program for USAG Premier events, involving communication with the gymnastics community in the promotion of USA Gymnastics events and serving as the main point of contact for all ticket sales
- Manage the athlete appearance program for events including the planning and implementation of advance PR trips and appearances at gymnastics clubs
- Manage all community-outreach events held in conjunction with USAG Premier events, including civic-group engagement and interactions with LOCs and CVBs
- Manage the implementation of event-specific marketing plans and activation across online, design and print, e-mail, mailings, etc.
- Collaborate with content team for all marketing materials such as event newsletters, event web sites, text alerts, etc.
- Coordinate distribution of marketing support materials and manage mailing lists for various events
- Serve as the primary point of contact for inbound ticket sales inquiries and ticket related questions
- Manage the USA Gymnastics complimentary and paid ticket allotment for each event
- With the Events department and assist in the development of a Ticket Operations Plan for each Program event
- Assist with the on-site management of Fan Fest and other fan activities and promotions as assigned
- Assist with development of event marketing budgets and track budget activity year round
- Report on events and marketing status and take part in weekly departmental meetings
- On-site event management duties as assigned

### Community Outreach

In addition to event-related community outreach, as listed above:

- Manage year-round community outreach opportunities for alumni athletes in their hometown communities, to engage with and inspire gymnastics clubs and their athletes
- Manage athlete and alumni receptions; work with partnerships team to facilitate athlete activations for sponsor initiatives
- Act as point person to ensure delivery of properly branded collateral and brand integration for State and Regional events
- Help facilitate athlete and/or alumni presence at State and Regional events, if applicable
- Assist in coordination of media coverage of community-outreach events
- Assist communications team in development and deployment of grassroots outreach playbook for clubs, states and regions
- Contribute to the creation and execution of community and event-based activation programs for USA Gymnastics partners
- Other duties for community-based programs as assigned

### Qualifications & Job Requirements

- Bachelor's degree in sports management, marketing, project management or similar field
- 3 years experience in event management, ticketing, customer service and/or marketing
- Ability to work quickly and efficiently in a fast-paced environment
- Ability to establish and maintain positive relationships with clubs, civic groups, athletes and other stakeholders
- Knowledge of gymnastics is a plus, but not required
- This position is based in Indianapolis, Indiana
- Position requires potentially frequent domestic travel
- USAG strongly encourages former athletes to apply

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*

To apply, email a resume and cover letter to [recruiting@usagym.org](mailto:recruiting@usagym.org).

USA Gymnastics is proud to be an Equal Employment Opportunity Employer