



## JOB DESCRIPTION

**Job Title:** Director of Content/Communications  
**Department:** Communications  
**Reports To:** Senior Director of Communications  
**Job Location:** Colorado Springs, Colorado  
**Basic Function:** Serve as a key leader in USA Hockey's overall communications efforts, including guiding the planning, execution and reporting of digital content initiatives across USA Hockey-owned communication channels, and play a leadership role in public relations activities, including as the primary interface in youth hockey.

### **Essential functions and responsibilities include, but are not limited to, the following:**

- Lead the strategy, planning and execution of all coverage relating to various USA Hockey departments, USA Hockey events and U.S. National & Select Team competitions
- Collaborate with members of the communications staff and broader USA Hockey community to create, coordinate and execute the editorial calendar and all storylines that appear on USA Hockey channels, including those produced by third-party partners; develop and maintain content calendar
- Oversee content production for USA Hockey-owned communications channels, including websites and social media channels
- Serve as public relations lead for youth hockey, including player development camps and USA Hockey national championships, in addition to other areas as needed
- Develop content plans around major events, including competitions involving U.S. national teams
- Manage inventory of all digital content
- Manage and maintain analytics and reports for USA Hockey communications channels, including web and social media
- Collaborate with USA Hockey's marketing/partnership team to drive revenue using USA Hockey content across all platforms
- Stay apprised of emerging content technologies, trends and concepts while working with the communications department to integrate into USA Hockey content planning and execution
- Lead weekly content meetings with the communications team and keep all parties up-to-date on the various projects and initiatives
- Supervise a staff of four full-time team members



### **Required Qualifications**

- Bachelor's degree and 5+ years of applicable experience, including supervisory experience
- Experience working in a sports organization preferred
- Demonstrated understanding of hockey
- Thorough understanding of social media and ability to lead strategy to further USA Hockey objectives
- Highly organized and able to handle multiple projects and deadlines
- Solid understanding and ability to work within the Adobe Creative Suite
- Ability to fully produce high-quality videos, including scripting, shooting and editing; understanding of video trends
- Ability to collaborate with colleagues of all levels and across various departments
- Excellent writing and editing skills
- Experience in analyzing digital content analytics to create data-driven strategies
- Strong communication and interpersonal skills
- Willingness to travel, including internationally
- Willingness to work nights, weekends and holidays
- Ability to positively engage with all USA Hockey constituent groups

**Salary:** \$70,000-\$75,000. This is a full-time position. Benefits include health/dental/vision insurance, vacation/sick time, and 403B matching after six months.

**Availability:** Position available immediately at USA Hockey's national headquarters in Colorado Springs, Colo. This is not a remote position.

**Application Procedure:** To apply, email a letter of application, current resume, work samples, and list of three references with contact information in **one** .pdf file to: [jobs@usahockey.org](mailto:jobs@usahockey.org) with the job title in the subject line.