



## **Communications and Marketing Manager**

Reporting to the Vice President of Programs, the Marketing and Communication Manager's two primary areas of responsibility are communication and partner management. This position maintains and protects the integrity of our national communication goals while actively and creatively bolstering and maintaining our partner relations and obligations. This position requires complete knowledge of NICA's sponsor contract obligations including, but not limited to, tracking and executing product fulfillment, sponsor communication obligations, and sponsor promotion obligations among both NICA League and NICA National assets. Further, this position requires the complete understanding and execution of NICA's broader internal and external communication vision needs at both macro and micro levels. This position requires occasional key management of on-the-ground support for NICA National and NICA League programs including races, camps, coaches trainings, volunteer trainings, communications, and events among other programs. This is a full time, benefitted position based in Berkeley, California.

## **Responsibilities**

### **Communications**

- Manage and execute master communication plan according to NICA's current mission and messaging;
- Responsible for meeting social media and newsletter quotas as defined by partner obligations;
- Responsible for managing omni-channel promotions (social, email, website, physical events);
- Develops, maintains, and executes pre-crafted communications in accordance to annual programmatic cycle;
- Responsible for photo management and best practices;
- Ensures branding consistency amongst all communications (NICA, leagues, partners);
- Collaborate with Coach Licensing Manager to develop and administer NICA Coaches News content & design;
- Develops and administers NICA News content & design;
- Develops and administers social media content & calendar; and
- Provides editorial review, creativity and input when needed.

### **Partner Management**

- Contributes to sponsor and partner meetings and contract negotiations;
- Implements and oversees sponsor contract obligations;
- Implements and oversees partner MOUs;
- Maintains partnership/sponsorship dashboard to track overall status of efforts;
- Plans, coordinates and leads ordering, fulfillment, and tracking of sponsorship product;
- Plans, coordinates and leads fulfillment of partnership activation;
- Analyzes and oversees delivery of coach benefits;
- Continual development and improvement of systems and best practices; and
- Attends relevant industry events across the country.

## **Applicants**

- Interested candidates are requested to send cover letter and resume to: [Laurend@nationalmtb.org](mailto:Laurend@nationalmtb.org)