

## **Job Posting – Marketing and Communications Manager**

### **Scholastic Shooting Sports Foundation**

**Location: Remote, Contiguous USA**

**Reports To: Executive Director**

**Status: Full Time, Exempt**

The Scholastic Shooting Sports Foundation (SSSF) is seeking a highly motivated individual to assume the role of Marketing and Communications Manager. The successful candidate will be responsible for content creation and day to day management of all foundation and program related communications.

The Scholastic Shooting Sports Foundation (SSSF), is a 501c (3) not-for-profit organization and is the national leader in youth development shooting sports programs. Using a combination of education and athletics our mission is to enhance the growth and personal development of student athletes through the shooting sports.

Through a variety of fun, team-based shooting events in both our Scholastic Clay Target Program (SCTP) and Scholastic Action Shooting Program (SASP), we provide student athletes aged elementary through college with a supportive environment where shooting sports serve as catalysts for teaching life lessons and skills that emphasize positive character traits and citizenship values. Throughout all training, practice and competitions, we instill in our participants a commitment to safe firearm handling, teamwork and leadership.

### **Job Description**

The successful candidate will be responsible for all aspects of marketing and communications for the Scholastic Shooting Sports Foundation, Scholastic Clay Target Program and Scholastic Action Shooting Program. The Marketing and Communications Manager will be responsible for key messaging to current members/supporters as well as external audiences using a variety of methods and tools. Successful candidate will play a key role in the organizations ability to recruit and retain members and supporters.

### **Primary Responsibilities Include:**

- Working with foundation and program management to develop and implement marketing and communication strategies and policies
- Creation and management of annual communications calendar based on key events
- Interacting with management, staff, membership, contractors and others to execute job duties
- Managing and growing mailing lists related to members, supporters, media and prospects
- Writing, editing and development of content for various foundation and program media platforms including blogs, press releases, email blasts, social media posts, streams, stories, magazines, etc.
- Create and coordinate all internal, direct email communications with staff, supporters, state advisors, coaches, athletes and parents based on program needs
- Manage all aspects of a regular e-newsletter for members, supporters and prospects
- Grow following, reach and exposure of foundation and program social media sites
- Create and manage monitors and alerts for external media in order to promote news generated by local member teams and to leverage member generated content
- Creation of print and digital ads, flyers, media guides, informational packets and other marketing assets required for program and foundation needs

- Utilize advertising systems such as AdWords to recruit new members and supporters
- Manage all aspects of the SSSF All Scholastic Team and leverage team membership for program marketing efforts
- Management of all content on foundation and program websites
- Management of image and video libraries required for foundation and program needs
- Manage all aspects of the annual National Championships program including creative, ad aggregation, content, printing and distribution
- Manage all aspects of on-site event communications for the annual National Championships including promotion of special events, daily schedules, text messaging, etc.

### **Desired Qualifications and Experience**

- 5+ years' experience in a similar marketing/communications role
- 4-year degree in communications, marketing, journalism or related field
- Demonstrated ability to be productive in a remote work environment, self-manage and meet deadlines
- Ability to communicate well in a variety of settings including in person, web and conference calls
- Excellent organizational skills
- Ability to manage multiple projects simultaneously and multi-task
- Familiarity and experience with organized youth shooting sports programs, preferably the Scholastic Clay Target Program and/or the Scholastic Action Shooting Program
- Excellent writing and editing skills
- Experience in developing creative content
- Advanced experience with MailChimp or equivalent mailing and automation tool
- Advanced experience with Sendible or equivalent social media aggregation app
- Advanced experience with Facebook, Twitter, Instagram and other social media for business use
- Experience with GoogleAds and/or other marketing tools
- Experience with business analysis tools such as Google Analytics
- Experience in management and synchronization of data sets for large mailing lists
- Experience growing media lists through a variety of methods and tools
- Familiarity with database queries through SQL or SQL reporting tools a plus
- Advanced experience with software including Word, Excel, Publisher and Adobe suite
- Experience working with Dropbox and in MS Cloud environments
- Ability to travel up to 20% including overnight and weekends

### **Compensation and Benefits**

Starting salary range for this position will be between \$45,000 and \$61,000 commensurate with prior experience and qualifications. The Scholastic Shooting Sports Foundation offers health, dental and vision insurance plans, 401k, paid vacation, paid holidays and a flexible home office work location.

### **To Apply**

Send resume, cover letter, 3 references and recent samples of work including writing, creative, websites, social media sites, etc. to Ben Berka via email at [bberka@sssfonline.com](mailto:bberka@sssfonline.com). Applications will be accepted until the position is filled.