



Position Description

Manager, Membership & Marketing

Organization Overview

USA Racquetball, founded in 1969, is recognized by the U.S. Olympic Committee as the National Governing Body for the sport. The organization, which serves more than 14,000 members, annually conducts six National Championships for players of all ages and skill levels. The organization also organizes the Adult and Junior U.S. National Racquetball Teams, oversees the Official Rules of Racquetball, administers National Player Rankings, manages a college scholarship program, and supports the introduction of new players to the sport.

Position Overview

The Manager, Membership & Marketing will serve as an integral part of USA Racquetball's small leadership team. This individual will play a critical role in the success of the organization in its pursuit of strategic goals, including expanding membership among recreational players and building mutually beneficial relationships with clubs and facilities. Through close collaboration with other staff members, this person will expand the reach of USA Racquetball through strong relationships with individual members and racquetball clubs and facilities as well as develop and implement comprehensive marketing and development strategies.

Responsibilities

Individual Membership

- Cater services and products to the needs and wants of individual members and effectively market same
- Achieve significant growth in eMembership category
- Notably Improve member retention rates and reduce lapsed member periods
- Collaborate with other staff on the growth in number of sanctioned events

Club Membership

- Cater services and products to the needs and wants of club and facility personnel and effectively market same
- Build club and facility membership program and associated revenue
- Develop and manage database of racquetball clubs, facilities and programmers

Marketing & Communications

- Serve as the primary point person among the staff on Marketing matters, particularly related to recruiting and retaining members
- Manage the quarterly production and distribution of RACQUETBALL Magazine in conjunction with Editorial Consultant
- Lead the production of monthly member rankings updates and expand upon regular member communication opportunities
- Engage in the organization's digital and social media efforts
- Expand and safeguard the organization's photographic and video assets
- Support the development of appealing sponsorship materials

Other duties as assigned

Required Skills

- Intellectual curiosity
- Sales orientation
- Customer service mentality
- Entrepreneurial spirit
- Solid oral and written communications skills
- Desire to work collaboratively in a team environment, strong interpersonal and teamwork skills
- Knowledge of standard office practices and procedures, including computers and software applications
- Ability to multi-task and to adapt quickly to changes in work priorities and needs

Desired Skills

- Graphic Design experience
- Excel and data analysis expertise
- Database interface experience

Reporting Relationships

Reports to Executive Director

Key Relationships

Club/facility personnel, individual racquetball players, USAR staff, USAR members, Editorial Consultant, racquetball manufacturers

Physical/Travel Requirements

General office work environment. Some travel may be required.

Time Commitment

Full-time

Location

Colorado Springs, CO strongly preferred, remote location may be considered in exceptional circumstances

Compensation/Benefits

Compensation is commensurate with experience and expected to consist of an annual salary between \$35,000 - \$47,000, as well as a comprehensive benefits package.

Application Process

Please send a resume and brief cover letter describing your interest in and fit for the position with Manager, Membership & Marketing in the subject line to bpyle@usra.org. Applications will be accepted as long as this position is posted at USARacquetball.com.