

Sports Marketing Director

US Senior Pickleball (USSP)

Position Overview

USSP (usseniorepickleball.com) is seeking to fill the position of Sports Marketing Director. USSP is a 501 C. 3 corporation with a membership in excess of 3,500 across the USA. Members are seniors 50+ to 90+.

Key Roles and Responsibilities

The Marketing Director, in conjunction with the USSP board of directors, will develop and implement a comprehensive marketing campaign to grow the USSP membership, attract business sponsors and support the activities of the USSP Ambassadors. Specific duties include, but are not limited to, the following items:

- Utilize website content optimizations, television/print advertisements, public relations and social media such as Facebook, Twitter, Instagram.
- Assist in developing and negotiating contracts with strategic sponsors.
- Develop promotional programs such as contests/giveaways to bolster USSP tournaments and other events.
- Write press releases.
- Identify senior champions/celebrities to promote senior pickleball growth.
- Develop partnership programs with other senior pickleball stakeholders such as AARP, Silver Sneakers, National Senior Games Association, etc.

Qualifications

- Minimum of 10 years work experience in the sports marketing industry with a plus for experience with non-profit organizations.
- Ability to manage multiple tasks simultaneously.
- Outstanding interpersonal and communications skills.
- Knowledge and appreciation of the sport of pickleball.
- Degree in the area of marketing, business and public relations a plus.
- Experienced in computer skills using the Internet and with other applications such as Word, Excel, etc.

Position Specifics

- This is a part time (P/T), hourly position on a contractual basis.
- Work will be done remotely.
- Position will report to the President of USSP.
- Individual will attend USSP quarterly board meetings (via Zoom) and other occasional meetings.

Position Questions

- How familiar are you with the sport of pickleball? Provide details that describe your level of play or knowledge of the sport.
- Based on the job's roles/responsibilities, what are your compensation expectations for this position?