



## **Aspen Valley Ski and Snowboard Club**

### **Director of Communications**

**Start Date:** June 1, 2025

**Position Type:** Full-Time, Year-Round

**Reports to:** Executive Director

### **Position Summary**

Aspen Valley Ski & Snowboard Club (AVSC) is seeking a dynamic, strategic, and creative **Director of Communications** to lead all aspects of the Club's communications, marketing and brand impact. This role is responsible for crafting and delivering compelling messaging that connects with AVSC's athletes, families, supporters, and the broader community. As the steward of AVSC's voice and image, the Director of Communications ensures consistency, authenticity, and excellence across all platforms.

This is a highly collaborative role that partners closely with program directors, stewardship, community members and executive leadership to amplify AVSC's mission and impact.

### **About You**

You are a self-starter with exceptional organizational skills and a keen eye for storytelling. You're passionate about youth sports and energized by working in a fast-paced, mission-driven environment. You know how to create and manage multi-channel campaigns, balance competing priorities, and inspire connection through communication.

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### **Core Responsibilities**

#### **Strategic Communications & Brand Management**

- Lead the development and execution of integrated communications strategies aligned with AVSC's mission, vision, and strategic goals.
- Create cohesive, engaging campaigns across email, print, web, social media, and press.
- Serve as brand steward—maintaining and evolving brand guidelines, tone, and visual identity.

- Ensure consistency in messaging across all platforms and departments.

### **Marketing & Content Development**

- Collaborate with Program Directors, Coaches and Development staff to design and execute marketing initiatives.
- Oversee production of print and digital collateral, including program guides, flyers, newsletters, and Annual Reports and appeals.
- Manage the creation and distribution of weekly results and monthly newsletters.
- Support weekly club communication to stakeholders including families and donors in partnership with coaches and staff.
- Collaborate with current AVSC athletes and staff to increase their knowledge or marketing, branding and content creation for AVSC.

### **Media Relations & Public Relations**

- Act as AVSC's primary media contact and press officer.
- Build and maintain relationships with local and industry press outlets.
- Write and distribute press releases to highlight athlete achievements, key events, and organizational milestones.
- Manage the Club's regular editorial content, including the Aspen Times' "Clubhouse Chronicles."

### **Digital & Social Media Management**

- Oversee AVSC's presence on social platforms, particularly Instagram and Facebook.
- Manage updates and content on the AVSC website ([www.teamavsc.org](http://www.teamavsc.org)).
- Track engagement metrics and optimize digital strategies accordingly.

### **Events & Community Engagement**

- Develop and execute promotional strategies for AVSC events.
- Manage communications related to event ticketing, sponsorship, and community outreach.

### **Systems & Resource Management**

- Maintain and organize mailing lists across platforms including CampMinder, Bloomerang, and Constant Contact.

- Curate and archive AVSC's photo and video library for use across communication channels.
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## Qualifications

- 5-7 years of professional experience in communications, marketing, or public relations—preferably in a nonprofit, school, or youth sports setting.
  - Exceptional writing, editing, and verbal communication skills.
  - Demonstrated success in developing and executing multi-channel campaigns.
  - Proficiency with digital tools, including MS Office, Adobe Creative Suite (Photoshop, Illustrator), social media platforms, and email marketing systems.
  - Experience managing website content (WordPress or similar CMS platforms preferred).
  - Excellent organizational and time management skills, with the ability to manage multiple priorities.
  - Collaborative, resourceful, and solution-oriented.
  - Commitment to AVSC's Core Values: **Commitment, Teamwork, and Integrity.**
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## Compensation & Benefits

- **Salary Range:** \$85,000 -110,000 commensurate with experience
  - **Benefits Include:**
    - Health, dental, and vision insurance
    - 3% employer-matched retirement plan
    - Paid time off, sick leave, and holidays
    - Ski pass
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## To Apply

Please email your resume and a cover letter to **David Baugh**, [dbaugh@teamavsc.org](mailto:dbaugh@teamavsc.org) Subject line: **Director of Communications Application**