



Director of Communications

Start Date: July 15, 2021

Job Objective: Aspen Valley Ski & Snowboard Club's Director of Communications promotes and supports the AVSC mission with a focus on telling the AVSC story to stakeholders and the community. They are the leader in developing and managing all outgoing AVSC communications to present a unified, positive, world-class image for the club.

Attributes: The Director of Communications must be a self-motivated, outgoing, and organized individual with a passion for youth sports.

Specific Duties and Responsibilities

- Work with Program Directors, Development Director, and Executive Director on all content, collateral, and communication:
 - Design multi-channel campaigns that may include a combination of printed flyers, email newsletters, direct mail, local media and social media campaigns.
 - Manage program registration including producing and distributing program guide, updating the website, and campaign creation and execution
 - Create and distribute annual report
 - Produce monthly email newsletter
 - Oversee and support weekly coach communication to families
- Serve as the AVSC press officer:
 - Develop and maintain relationships with local and industry press
 - Schedule, coordinate, and edit Aspen Times Column, Clubhouse Chronicles
 - Develop Public Relations opportunities to promote AVSC activities and athletes
 - Prepare press releases for newsworthy events: outstanding results, new hires, etc.
- Manage AVSC's social media presence (Instagram and Facebook)
- Branding – maintain protocols and procedures; regulate AVSC branding practices.
- Support Events, including managing event promotion and ticket sales
- Serve as the www.teamavsc.org webmaster
- Develop and maintain various mailing lists, integrating data from many sources including CampMinder, Bloomerang, Constant Contact, and others.
- Collect, catalog and archive photo and video resources.

REQUIRED SKILLS



- Three to five years of communication and/or marketing experience in a nonprofit, school, or similar environment with ownership over campaign development, email marketing, social media, and copywriting.
- Strong, efficient, and creative communication skills, both written and oral.
- Experience working as part of a cross-functional team.
- Full endorsement of AVSC Core Values – Commitment, Teamwork and Integrity.
- Technological competence including: MS Office, Google Calendars, Adobe (Illustrator and Photoshop), Social Media, basic design skills.
- Strong organizational skills with ability to prioritize tasks and to meet deadlines.
- Self-sufficient, with ability to manage projects to completion.
- Capable of building and maintaining strong relationships, both internal and external.

Compensation

Full-time year-round. Annual compensation between \$55,000-65,000, based on experience.

Benefits include: retirement plan with 3% match; Medical, Dental and Vision Insurance; Paid Time Off; Paid Sick Leave; Paid Holidays; Ski Pass.

To Apply:

To submit an application, please email AVSC Office Manager Stephanie Braudis with a cover letter and resume (sbraudis@teamavsc.org). Please put "Director of Communications" in your subject line.