

Senior Director, Membership



U.S. FIGURE SKATING

U.S. Figure Skating, the National Governing Body (NGB) for the sport of figure skating, located in Colorado Springs, Colorado. U.S. Figure Skating is a member of the United States Olympic and Paralympic Committee (USOPC) and the International Skating Union (ISU).

U.S. Figure Skating is an Equal Opportunity Employer and does not discriminate based on race, color, religion, national origin, gender, gender identity or expression, sexual orientation, age, disability, or any other status or characteristic protected by law or regulation. We are committed to building and sustaining a diverse team by maintaining hiring and recruiting processes that are free from bias.

U.S. Figure Skating is a 501(c)3 non-profit organization with the mission, "We create and cultivate opportunities for participation and achievement in figure skating." The organization operates in a complex environment where structure and support are provided for more than 600 member clubs across the country, serves as the U.S. federation in the International Skating Union (ISU), and serves as the national governing body (NGB) for figure skating in the United States, as recognized by the United States Olympic & Paralympic Committee (USOPC).

U.S. Figure Skating ("the Association") serves nearly 250,000 members nationwide. Operating with an annual budget of approximately \$20 million, U.S. Figure Skating provides a wide range of programs for all its members, runs major televised events, partners with Fortune 500 companies, selects the U.S. World and U.S. Olympic Teams and much more.

U.S. Figure Skating has experienced significant membership growth over the past few years and is well-positioned to maintain this upward trend.

Don't Meet Every Requirement? If you are excited about this role but your experience does not align perfectly with every qualification in the job description, we encourage you to apply anyway. Your unique combination of passion, skills and experience could make you the right candidate for this position.

POSITION DESCRIPTION

The mission of the Membership Department is to advance skating through high-quality programs, exceptional customer service, comprehensive education, and outreach to U.S. Figure Skating membership, clubs, and programs.

The Senior Director of Membership oversees all activities related to membership development, skating programs and member services of U.S. Figure Skating. The Senior Director contributes in setting and achieving the strategic goals in membership across the organization regarding growth and participation in clubs and skating programs to enhance the value of membership within U.S. Figure Skating and Learn to Skate USA. Creating new initiatives and revenue streams within

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membership related programs will be a high priority. Also important: Driving initiatives focused on increasing diversity in the sport and in the Association.

The position is part of the senior leadership, reports to the Chief Executive Officer and works closely with other Senior Directors, Directors of the Association and committees.

DUTIES AND RESPONSIBILITIES INCLUDE

Staff Management:

- Supervise the membership department staff of eight and all projects and related activities.
- Collaborate with other departments for all membership related initiatives.
- Identify opportunities for staff development and growth.

Membership Recruitment, Management and Development:

- Develop and execute strategies to increase membership and retention.
- Develop and oversee the membership recruitment campaigns including the annual renewal drive, National Skating Month, World Skating Day and the Olympic campaigns every four years.
- Increase the conversion rate from entry-level to full membership by developing new programs to fill development gaps.
- Assist in developing and tracking membership initiatives aligned with strategic goals.
- Measure and evaluate the success and effectiveness of existing programs.
- Support the Coaches Council and associated committees, including Membership, Learn to Skate USA, Program Development, Adaptive Skating, Strategic Planning.

Club Support:

- Produce and disseminate educational materials for club board training and development.
- Identify opportunities to provide clubs with additional support for membership growth.
- Help clubs recruit members to be officials, accountants and other volunteer positions.
- Create and deliver educational content related to membership development, club management and parent resources.
- Offer clubs support and guidance with conflict resolution.
- Foster positive relations between clubs and U.S. Figure Skating.
- Meet regularly with the largest clubs and Learn to Skate programs to gather feedback and inform strategic planning

Financial Management and Revenue Development:

- Oversee departmental budgets and ensure financial accountability.
- Work with the CFO and Membership committee on an annual basis to review membership fees and expenses. Make fee increase recommendations to the Board.
- Offer strategies for club growth, financial management, sustainability and viability in a changing landscape.

Business Development and Strategy:

- Collaborate with rink and arena owners/managers to advocate for figure skating.
- Develop materials to educate rink owners and operators on the financial advantages of figure skating programs.

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- Serve as the liaison to the U.S. Ice Rink Board and deliver the NARCE Skating Director track in conjunction with U.S. Ice Rinks.
- Create new initiatives and revenue streams within membership related programs.
- Work with the Director of DEI to drive initiatives supporting diversity in the sport.

QUALIFICATIONS

The Sr. Director, Membership must be an experienced nonprofit or for-profit professional who is skilled as a strategic leader who can increase the Association's visibility in a highly competitive sports market. This individual must be very familiar with the ice rink industry and figure skating programs ranging from learn to skate to the competitive levels.

The Sr. Director, Membership must be professionally and ethically unwavering, a self-starter, and highly motivated. They must have a strong record as a leader, be a skilled facilitator with outstanding interpersonal skills and have abundant business savvy. The successful candidate must be an excellent communicator who can convey positions, issues, risks, and opportunities in a clear and professional manner. Possession of strong staff management, planning and problem-solving skills is vital.

Key attributes and experiences of the Sr. Director, Membership position include:

- Minimum of 10 years' experience with significant leadership experience.
- Minimum of 5 years' experience managing figure skating programs and membership development.
- Confirmed ability to build, manage, mentor and advance staff.
- Must be very familiar with U.S. Figure Skating programs.
- Demonstrated ability to delegate responsibility to staff while using the talents of a large, well-informed, and involved volunteer base.
- Proven ability to build positive relationships among all constituents of a complex and diverse organization.
- Must be able to handle pressure while operating in a challenging environment where not everything is always completely under their control.
- Demonstrates an understanding of how to make U.S. Figure Skating more relevant to today's youth and parents in the highly competitive sports industry.
- Must be able to communicate and work with athletes at all levels across all disciplines, from Learn to Skate through Olympic level.
- Has experience developing and implementing a strategic plan, preferably with a sports-related organization.
- Possess excellent written, verbal and presentation skills.

We will ensure that individuals with disabilities are provided with reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. Please contact us to request accommodation.

LOCATION

Colorado Springs, Colorado (Hybrid)

U.S. Figure Skating has a flexible work environment. Team members are required to work in the

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office three days per week; additional temporary remote opportunities exist throughout the year based on the organization's business operations.

COMPENSATION \$110,000-\$130,000 annually plus bonus

CLASSIFICATION Full-Time, Exempt

REPORTING REQUIREMENT Reporting to the Chief Executive Officer

APPLICATION Please send letter of application and resume to:
Marlene Heck, Human Resources Coordinator
mheck@usfigureskating.org

Please note telephone calls will NOT be accepted.

Candidate review will begin immediately. Applicants will be accepted until the position has been filled.