

Uplifting Athletes Inc.
Position Description

Title: Manager, Communications

Position Type: Salary, Full-time with benefits

Department: Communications

Manager: Senior Manager, Marketing & Communications

How to Apply: Please send a single PDF file of your cover letter and resume in addition to a written sample of your work to Careers@UpliftingAthletes.org.

Overarching Responsibility:

The Manager, Communications will assist in creating, copyediting, and optimizing internal and external facing messaging for Uplifting Athletes, reporting directly to the Senior Manager, Integrated Marketing and Communications.

This individual should enjoy a fast-paced, positive environment and be prepared to write in a distinct and bold voice which complements our emerging community. This position will help with raising awareness for Uplifting Athletes' brand and its programs, collaborating cross-departmentally and with outside stakeholders to capture, relay, and pitch stories from the rare disease community, student-athletics, and professional sports.

Position Summary:

This position will work to enhance the Uplifting Athletes brand through written content and campaigns. We are looking for someone who is passionate about developing inspirational and impactful copy by working with athletes and members of the rare disease community.

Essential Duties and Responsibilities:

- Create informative and engaging website content, blog posts, one pagers, social media and other creative media. The emphasis will be placed on establishing brand identity, audience building, and revenue generation.
- Assist the Senior Manager in creating brand voice outlines and standard operating procedures for all public relations, marketing, advertising, and other vital channels.
- Research and coordinate with micro influencers, media, external partners, and beyond in order to arrange story placements on a regional and national level.
- Communicate with media outlets, journalists, and create press kits.
- Optimize the content of landing pages, blogs, and websites.
- Copyedit work provided by internal team members.
- Work with student-athletes, ambassadors, and staff to optimize media opportunities.
- Perform off-page search engine optimization tasks like link-building, forum commenting, etc.

- Perform communications research and monitor the progress of various communications strategies.
- Other duties as assigned.

Minimum Education, Knowledge, and Experience:

- A minimum of 2-3 years professional experience.
- Undergraduate degree in a related field (professional or creative writing, communications, marketing, public relations, etc.).
- Proven experience creating targeted content.
- Search engine optimization (SEO) or search engine marketing (SEM) experience is encouraged.
- Up-to-date on industry trends and able to stay ahead of the curve.
- Working knowledge of NCAA and professional sports, preferred.
- A passion to help the rare disease community.

Qualifications, Skills, and Abilities:

- In-depth knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing, and social media.
- Stay up-to-date regarding search engine optimization and marketing standards.
- Experience implementing branding and marketing online campaigns.
- Ability to handle confidential and sensitive information.
- Demonstrated creative mindset with a passion for strategic execution.
- Professional understanding of crisis management.
- Ability to take constructive feedback from others.
- Ability to manage multiple collaborative projects and systems in a fast-paced environment.
- Excellent organizational skills and the ability to work efficiently, independently, and as a member of a team.
- Strong interpersonal, oral, and written communication skills.
- Availability to travel for Uplifting Athletes events, programming, and conferences.

Compensation:

This is a full-time position including salary and benefits. Expected salary range is (\$45,000- \$55,000). This will be commensurate with experience of the candidate.

Work Environment

- Location: Remote - core hours 9:00am to 5:00pm EST
- This position may require travel up to 5% of the time.
- Must be willing to work occasional evening and weekend hours as required.

About Uplifting Athletes

Uplifting Athletes, a nonprofit organization founded in 2007, harnesses the power of sport to build a community that invests in the lives of people impacted by rare diseases. Since 2007, Uplifting Athletes has raised more than \$7 Million by engaging athletes in order to positively impact the rare disease community through research and driving action. To learn more about Uplifting Athletes visit www.upliftingathletes.org

The statements herein are intended to describe the general nature and level of work being performed. These statements are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required by personnel so classified. Other duties may be assigned.

Uplifting Athletes is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.