



USA Climbing – Sponsorship and Development Director

About USA Climbing

USA Climbing is the National Governing Body for the sport of competition climbing in the United States. Our mission is to promote the growth and success of the sport of competition climbing in the United States while supporting the well-being of participants and generating sustained competitive excellence for the United States in international competition.

With the debut of climbing at the Tokyo Olympic Games and increase in climbing gyms around the country, USA Climbing has been experiencing significant growth in participation and media exposure.

Position Summary

The Sponsorship and Development Director is responsible for developing and implementing comprehensive strategies to elevate USA Climbing's sponsorship, fundraising, and communications efforts. This position is critical to achieving future goals of the organization and will work closely with the CEO to support all that we do including working closely with the soon to be formed USA Climbing Foundation.

Reports to: Chief Executive Officer

Primary Job Responsibilities

Fundraising

- Develop and implement comprehensive fundraising initiatives to identify, cultivate, and steward increased giving to USA Climbing and its Foundation
- Work closely with the CEO and USA Climbing Foundation Trustees to develop and implement new and existing giving opportunities annually.
- Serve, along with the CEO, as the staff liaison to the USA Climbing Foundation Board of Trustees.
- Develop long term relationships with current and potential donors
- Identify and create unique opportunities for donor engagement at major International and domestic competitions including the Olympic Games and World Championship level events.
- Responsible for stewardship and any fulfillment of all donors at their respective giving levels.
- Along with the CEO identify and meet with potential USA Climbing Foundation Trustees.
- Identify and create opportunities for fundraising to support High Performance initiatives, General Competition and Operations Purposes, and Diversity, Equity & Inclusion initiatives.
- Identify and solicit applicable grants.

Sponsorship

- Develop and implement a comprehensive sponsorship strategy to increase sponsorship revenue.
- Identify and create opportunities for sponsorship to support High Performance initiatives, General Competition and Operations Purposes, and Diversity, Equity & Inclusion initiatives.
- Work closely with existing sponsors to ensure fulfillment of sponsor obligations, communication, new opportunities, etc.
- Develop and implement sales strategy for USA Climbing's media assets where applicable.

- Communication, sales assistance, and fulfillment of all National Sponsor offerings across USA Climbing programs
- Ensure timely tracking and invoicing of all sponsorships
- Report on all metrics to USA Climbing sponsors/partners
- Serve as the point of contact for sponsorship fulfillment between USA Climbing and all sponsors/partners
- Management and responsibility for all sponsorship / partnership deliverables (ads, logos, commercials, etc.)

Marketing & Communications

- Oversee the development and implementation of all marketing and communication strategies to provide more regular communication to USA Climbing stakeholders, members, partners, volunteers, etc.
- Responsible for strategies to incorporate diversity, equity & inclusion priorities into marketing & communications strategies
- Oversee the development and implementation of a new USA Climbing website
- Responsible for the creation of all Foundation Trustee meeting materials and content for donor communications and collateral
- On-site management of all sponsor booths / expo space at all USA Climbing events
- On-site event media management and communication
- Assistance in design and implementation of all merchandise sales
- Serve as the primary point of contact for media interested in USA Climbing

To apply for this opportunity, please send your resume and a cover letter to marc@usacimbing.org

Qualifications

- Bachelor's degree or higher in Business, Communication, PR, Marketing, or other closely related field
- Minimum of six (6) years fundraising, marketing, sales, business, public relations, annual, corporate or foundation giving
- Demonstrated ability to increase revenue generation through corporate sponsorship
- Demonstrated ability to develop meaningful and impactful giving related campaigns, donor events, and relationships.
- Experience in overseeing brand management including website development and oversight, use of social media, and athlete relations.

Required Skills:

- Strong knowledge and understanding of outdoor and sports industry marketplace
- Passion for sport, environmental stewardship, and the Olympic Games
- Self-motivated with a positive and professional approach to management
- Excellent written and verbal communication
 - Proofreading
 - Copy editing
 - Layout and design
 - Developing and maintaining sponsor contacts
 - Deadlines / Deliverables focused
 - Outstanding organization
 - Extensive experience with MS Office programs
- Project management and time management
- Meeting coordination
- Event planning and management

Compensation / Other:

- Salary commensurate with experience
- Vacation / Paid Time Off included
- Inclusion in USAC benefits package (Health/Vision/Dental, IRA)
- “Pro Deals” with participating companies
- Position involves travel and some evening and weekend work during events

USA Climbing supports diversity, equity, and inclusion in all its forms and strives to incorporate DEI into all it does.