



National Interscholastic Cycling Association
2414 Sixth Street
Berkeley CA 94710
(510) 524-5464
www.nationalmtb.org

Director Brand and Marketing

Reporting to the President of NICA, the Director of Brand and Marketing, will collaborate with the senior management team and League Directors to develop and enhance NICA's brand identity. This position will articulate the "what and why" of NICA to grow the organization, enhance brand presence, and support fundraising efforts. The Director of Brand and Marketing will develop the annual marketing plan for NICA, identify high priority segments and markets, initiate multi-channel campaigns (digital, email, PR, web, traditional events), and analyze return on investment - creating goals and data points to measure growth and success.

This position requires strong leadership, a hands-on approach, and agile project management skills. The Director of Brand and Marketing will oversee a team of full and part-time staff: Communications & Marketing Manager (staff), Senior Design Manager (staff), Contract designer (part-time), and a Marketing and Communications (Consultant). NICA is looking for someone ready to jump in, roll up the sleeves and lead the Marketing Team to the next level.

The Director of Brand and Marketing will work together with the NICA Board of Director's brand and marketing committee on strategic initiatives.

This position will be responsible for ensuring every project and strategic initiative aligns with NICA's mission to get #morekidsonbikes.

Key Responsibilities

Lead NICA Marketing Team

- Create and manage a yearly marketing budget.
- Concept, compile, and execute an integrated marketing plan, in line with NICA's strategic plan and priorities.
- Build and strengthen NICA's continuing brand story. Use storytelling to extend NICA's reach in the market and remain at the forefront of youth cycling and youth development programs. Maximize use of the available resources to promote the NICA mission (Guerilla marketing mindset with high impact messaging).
- Enhance, refine, and create a consistent NICA brand identity, including: NICA voice, look, and feel across all national and league websites, social media channels, digital and print materials, and in-person event experiences. This will include managing all print and digital creative, designing and coordinating social media campaigns, advertising and PR.
- Internal and external communications: Responsible for website, social media and other mediums used, liaising with both internal and external constituents in implementing NICA's marketing plan.
- Communicate NICA's mission and key messages to the public and media entities.
- Support the implementation of a comprehensive and robust internal communications strategy to motivate, educate, and guide employees to contribute and engage in NICA's mission, vision, goals, and strategic priorities.

- Assist in planning internal and external events, conferences, and fairs, as directed by the President, to ensure NICA serves the needs of the intended audience and the media:
 - Setup, update and monitor the approved calendar of events;
 - Procure PR and brand related items and materials for NICA's events;
 - Manage the production of events and all details in a creative, timely and cost efficient manner.
- Provide the President with brand, marketing, and communications reports to share at quarterly board meetings and on occasion present to the NICA Board of Directors on marketing strategies and activities.
- Conduct marketing research to support any required project and keep updated with latest current trends and guidelines.
- Other duties as needed.

Support NICA Development Team

- Collaborate with the NICA Development Team to support national and league fundraising. Help enhance corporate partnerships through marketing engagement and creative asset production. Concept strategic initiatives specific to potential new corporate donors that will attract financial support.
- Assist the NICA Development Team to elevate the donor conversion funnel through marketing and technology enhancements.

Qualifications

- Bachelor's Degree or 5+ years experience in Marketing, Communications and PR, and understanding of Brand development and management.
- 5+ years progressive supervisory experience in brand, marketing, and communications.
- Ability to work well in a fast-paced deadline driven team work environment within a growing and changing nonprofit business.
- Hands on and active participant in workload in addition to managing staff and projects.
- Be creative and strategic.
- Possesses strong leadership skills able to motivate and influence others to achieve results.
- Excellent project management skills with attention to detail: ability to plan, coordinate, and execute multifaceted projects with measurable success results over the course of several months
- Experience coordinating events that include short and long term project goals, objectives, schedules, and deadlines.
- Exceptional proactive communication, teamwork and problem solving skills with a proven ability to help the brand and marketing department reach the next level of objectives.
- Ability to travel to other work locations and meetings/trainings across the country, if required, including possession of a valid driver's license.
- Requires significant work time on a computer.
- Background check will need to be processed (required for work with student athletes).
- Knowledge and/or interest in cycling, trail advocacy, and youth development.
- Previous experience with NICA is a plus but not a requirement.

To Apply:

Please send a cover letter and resume to Kelly Curry, HR Director at jobs@nationalmtb.org by April 16, 2021. Applicants, whose applications are up for consideration, will be contacted. No phone calls, please.

NICA is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.