



UPA Staff Job Description

Director of Communications

Responsible to: The Director of Communications reports to the Executive Director. Works closely with all staff individually and in teams according to program and project needs.

Background: The Ultimate Players Association (UPA) is a player run not-for-profit organization in Boulder, Colorado, USA. Founded in 1979, the UPA is among the first flying disc sport organizations in the world, and one of the largest, with over 29,000 members and hundreds of volunteers. The UPA serves as the governing body of the sport of Ultimate in the US.

<http://www.upa.org>

Position Overview: The Director of Communications directs and implements activities designed to enhance communications between the UPA and its members, volunteers, local disc organizations, tournaments and event participants as well as to expand the visibility of and participation in the sport of Ultimate at all levels. The position requires hands-on technical skills as well as the ability to direct program and manage multiple-projects simultaneously in a busy office environment.

The ideal candidate will be a strong communicator who strives to understand the membership's wants and needs and determine how best to inform them of UPA services and programs. Candidate should be able to develop and maintain an overarching coherent look and feel for the UPA brand in all aspects of communication. This individual should be a creative and strategic thinker as well as someone who has the technical expertise to take on new internet-based projects. In the next five years, the Director of Communications will be an integral part of implementing several new marketing components of the strategic plan. Examples include overseeing a new website design and information architecture overhaul, an image management system and the production of a youth promotional video.

Print

Directs and implements editorial planning calendar, solicits content for each issue from staff and volunteer contributors, writes and edits content for quarterly four-color magazine, *USA Ultimate*. Organizes content to be delivered to graphic designer and determine general look of each issue. Manages relationships with photographers, including photo selection and compensation system. Proofs and approves all final copy before files are sent to printer.

Creates content, edits copy submitted for and manages production for all UPA event programs.

Develops and manages relationships with appropriate outside vendors for printing and distribution of magazine, event programs, rulebooks and other publications. Ensures that production schedules remain on-time.

Solicits advertising for magazine and programs. Manages relationships with advertisers including timely payment of invoices.

Electronic/digital

Gathers and edits content for quarterly electronic newsletter and announcements sent out through Constant Contact software. Oversees Director-generated email mass communications to maintain consistent UPA brand image. Creates new templates for email mass communications vehicles which include image editing and familiarity with html.

Oversees UPA website. Solicits and generates copy for site and implements its posting online. Maintains UPA "Where to Play" listings, FAQs, Fact Sheets, Media and other pages on UPA website. Recommends and implements new tools/services for two-way communication with members and related constituencies.

Works with tech support to post content in the UPA website's Drupal content management system.

Image management (photo and video)

Manages relationships with external providers (photographers and videographers) in order to provide still and moving image content for UPA publications, web site and educational videos.

Organizes and makes recommendations of photos for UPA use.



Reviews production of video/audio clips for quality and accuracy.

Manages external video hosting web service.

Event management

Recruits and contracts with writers, photographers and videographers for UPA event coverage. Manages media credentialing for UPA events.

Coordinates player interviews and provide player information or content to media partners.

Media

Develops and distributes press releases, fact sheets, promotional brochures and flyers. Creates media kits as needed. Develops and maintains organizational, program and event Fact Sheets and FAQs for print and web site.

Responds to media requests and inquiries via email and at events.

Job Requirements:

Bachelor's degree or equivalent work experience. Three to five years work experience preferred.

Working knowledge of desktop design and layout (Photoshop & InDesign) and print production processes.

Demonstrated experience in writing and editing materials for print and web-based communications vehicles.

Project management experience, exceptional organizational skills and attention to detail, demonstrated ability to multi-task.

Excellent written and verbal communications skills; flexibility, ability, and tact to work with a variety of situations and people (including volunteers) to accomplish tasks.

A familiarity with Ultimate and/or organized sports is highly desired.

Additional Preferred skills: Development and management of blogs and forums. Web-site re-design/organization. Demonstrated experience with html and web-based tools and processes.

Compensation: This is permanent full time position. Salary commensurate with experience and qualifications. Benefits include health insurance, two weeks vacation plus holidays, and retirement (after one year).

Place: Position is located in Boulder, CO. Candidate must be willing to relocate.

Projected Start Date: As soon as possible, preferably no later than January 1, 2009.

Application Deadline: The position will remain open until the appropriate candidate is located. However, it is strongly recommended that qualified individuals submit applications as quickly as possible.

Application Process: Send a cover letter outlining why you are uniquely qualified for the position, résumé, and 2 letters of recommendation to the following address:

Ultimate Players Association
Re: Director of Communications position
4730 Table Mesa Drive, Suite J200
Boulder, CO 80305
303-447-3472
303-447-3483 (fax)
Or email ed@upa.org