

San Diego Velodrome Association
Communications Director

Position Title: Communications Director

The Organization: The San Diego Velodrome Association is a public benefit, membership-based 501(C)3 nonprofit corporation incorporated under the laws of the State of California for the purposes of engaging in, promoting, encouraging, and otherwise supporting bicycle track racing, both as an athletic sport as well as a recreational activity, including such related activities as, but not limited to, bicycle safety programs, bicycle swap meets, and youth bicycling programs. The SDVA is granted a use permit by the City of San Diego Park and Recreation Department for the use of the velodrome facility in Balboa Park. The SDVA is responsible for administering, conducting, coordinating, and/or promoting all bicycling recreational and racing activities, including events sanctioned under the provisions of the United Cycling Federation, the United States Olympic Committee, and/or the International Cycling Union (UCI) for the San Diego Velodrome.

Position Summary: The Communications Director works closely with the President to execute the communications strategy and is directly responsible for the internal and external communications for the San Diego Velodrome Association. Ensures accuracy of all formal media content. Works closely with the Board of Directors and other specialty Directors.

Responsibilities:

- Establishes and drives a multi-channel communications strategy.
- Prepares and manages all external communications material.
- Maintains a consistent narrative across all platforms.
- Manages media relations and develop contacts with media members, influencers, and community leaders.
- Leads a team of communication, marketing, and design professionals.
- Assists in the creation of and reviews all digital, video, audio and print content.
- Creates budget for communications team and ensure compliance.

Coordination Responsibilities (Internal):

- Works with the [Membership Director](#) to update membership content, including online membership forms and payment on the SDVA website.
- Works with the [Events Director](#) to update the calendar, obtain content for upcoming events and race results to post on the SDVA website.
- Submits the budget for the communications team to the [Board of Directors](#) for review and approval.
- Works with the [Secretary](#) to obtain the following documents to post to the SDVA website:

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- Liaisons with the Secretary to ensure the following documents are posted to the SDVA website:
 - By Laws
 - Usage rules
 - Articles of Incorporation
 - Monthly Board of Directors Meeting minutes

Coordination Responsibilities (External):

- Works closely with Balboa Park to include the San Diego Velodrome in Balboa Park media.
- Submits press releases for upcoming events, classes and race results to local and traditional media outlets to include, but not limited to the: San Diego Union-Tribune, Times of San Diego, San Diego Patch, SoCal Cycling and Raceplace.

Primary Qualifications:

- Demonstrates proficiency with website design programs, tools and digital graphics production.
- Demonstrates proficiency with social media platform utilization, management and marketing to include but not limited to Facebook, Instagram and Twitter.
- Experience managing digital content
- Understanding of copywriting, graphic design, layout, and publishing.
- Impeccable copywriting and copy-editing abilities.
- Strong leadership track record.
- Excellent verbal communication and presentation skills.
- 5-plus years of communications, marketing or public relations or related experience desired
- Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Established media relations a plus

Secondary Qualifications:

- Possesses outstanding human relation skills.
- Presents a professional appearance and demeanor in all exchanges.
- Must have exceptional verbal and written communication skills.
- Must have excellent organizational and time management skills, along with the ability to coordinate details and prioritize the work on a daily and weekly basis.