



# Position Brief

## Chief, Marketing & Communications Officer

### United States Olympic and Paralympic Committee

June 2019



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## Contact Information

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## About the United States Olympic and Paralympic Committee

Empower Team USA athletes to achieve competitive excellence and inspire our nation.

Founded in 1894 and headquartered in Colorado Springs, the United States Olympic Committee (USOPC) serves as both the National Olympic Committee and National Paralympic Committee for the United States. As such, the USOPC is responsible for the training, entering, and funding of US teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, while serving as a steward of the Olympic Movement throughout the country.

**USOPC Mission:** Empower Team USA Athletes to achieve competitive excellence and inspire our nation.

**Core Principles:** We prioritize and support the needs of Team USA athletes and our member organizations as we:

- Champion the safety and integrity of sport
- Ensure access to the best resources for mental and physical well-being
- Engage as a trusted and influential leader within the global Olympic and Paralympic Movements
- Set clear standards of organizational excellence and hold the USOPC and all member organizations accountable
- Honor the legacy of the Olympic and Paralympic Movements

The USOPC is a federally chartered nonprofit corporation that was reorganized by the Ted Stevens Olympic and Amateur Sports Act, originally enacted in 1978. The USOPC has two primary responsibilities in its leadership of Olympic and Paralympic sport in the United States. The first is to generate resources in support of its mission - to help American athletes achieve sustained competitive excellence. The second is to ensure organizational resources are wisely and effectively used to accomplish that end. In effectively carrying out these two responsibilities, the USOPC is dedicated to inspiring all Americans and bringing the very best of the United States of America to the world via the backdrop of athletics.

In addition to its international games responsibilities and its work to advance the Olympic Movement, the USOPC aids America's Olympic and Paralympic athletes through their respective National Governing Bodies (NGB), providing

financial support and jointly working to develop customized, creative, and impactful athlete support and coaching education programs.

The USOPC also supports US Olympic and Paralympic athletes on and off the field of play through programming, such as direct athlete funding, health insurance, tuition grants, media and marketing opportunities, career services and performance-based monetary rewards. In addition, the Olympic Training Center facilities provide athletes with performance services, including sports medicine, strength and conditioning, psychology, physiology and nutrition assistance, as well as performance technology.

Additionally, the USOPC oversees the process by which US cities bid to host the Olympic/Paralympic Games, the Youth Olympic Games or the Pan/Parapan American Games, while also playing a supporting role in the bid processes for hosting a myriad of other international competitions. Further, the USOPC approves the US trials sites and procedures for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games team selections.



## US Olympic and Paralympic Committee Leaders

The United States Olympic and Paralympic Committee is governed by a 16-member board of directors and a professional staff headed by the CEO, Sarah Hirshland. The USOPC also has three constituent councils to serve as sources of opinion and advice to the board and USOPC staff, including the Athletes' Advisory Council (AAC), National Governing Bodies Council (NGBC), and Multi-Sport Organizations Council (MSOC). The AAC and NGBC each have three representatives on the board, while six members are independent. The USOPC CEO and all American members of the International Olympic Committee are ex-officio members of the board.

## Investment Strategy

Approximately 82 percent of the USOPC's budget is allocated to directly impacting its mission of supporting athletes, while 12 percent is used to raise hundreds of millions of dollars for Team USA via marketing and fundraising, and the remaining 6 percent covers the cost of administration. By supporting, empowering, and protecting athletes across all stages of development, the USOPC is invested in not only getting athletes to the podium, but also how they get there and how they transition into life after sport.



These USOPC budget totals and percentages are projected for the 2020 quadrennial to be \$1.1B, including Games planning, programming and services for 2017-2020.

For more information, please visit <https://www.teamusa.org/About-the-USOPC>



# Opportunity Overview

## The Position

Reporting to Chief Executive Officer, Sarah Hirshland, the newly-created role of Chief, Marketing & Communications Officer (CMCO) will lead USOPC brand and reputation management initiatives, including setting and stewarding overall strategic direction for the organization and its brands (USOPC, Team USA, and all related properties).

Key areas of responsibility will include internal and external communications, public affairs, media relations, government relations, brand management, digital and social strategy and content, reputation management, crisis management and stakeholder communications (including athletes, NGB's, the International Olympic family, donors, the US Congress, NBC and other media partners).

The new CMCO will work closely with LA 2028 and US Olympic and Paralympic Properties (USOPP) to provide consistent and collaborative communications and brand stewardship to ensure alignment and optimization of the promotion and development of Olympic and Paralympic opportunities on the road to LA28. This includes activation and storytelling around all games events leading up to 2028.



# Key Responsibilities

## Duties & Responsibilities

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- Initiate and take ownership for the creation, implementation, and ongoing development of a communications and marketing strategy across the Olympic and Paralympic Movement.
- Serve as a member of the USOPC executive team by listening and collaborating with the senior executives of each division and external organization where appropriate, considering all relevant points of view from critical constituents and actively addressing complex and sensitive issues in a proactive and timely manner.
- Provide leadership of, and motivation to, the USOPC's entire communications and marketing team. Attract, build, lead, and retain a high performing, multifunctional team that is dedicated to the mission of the organization.
- Bring the mission, vision, and positioning to life using innovative, fluid, and relevant methods across all engagement channels, including digital, mobile, social, and others. Lead all creative, branding and branded experience initiatives for the USOPC.
- Oversee all USOPC brands, including the USOPC, Team USA, Olympic Trials, Olympic Training Centers and Sites, and create a brand strategy to elevate and steward each brand against its core target audiences and objectives.
- Provide executive leadership for all communications activities of the USOPC and its constituencies leading up to and including the Olympic, Paralympic, Pan American and Parapan Games.
- In collaboration with the USOPC leadership team, develop, plan, and deliver annual PR and external communications plans across all media channels, including both traditional and social media platforms.
- Own, manage, and update crisis management strategy and plans.
- Oversee efforts to develop the USOPC digital network into an engaging, highly-viewed and consumer-facing asset that promotes Olympic and Paralympic athletes and becomes a compelling digital destination for the Olympic and Paralympic Movements.
- Build and transform the digital fan engagement strategy and experience to capture a direct connection with Team USA fans and build loyalty across the fan base.
- Improve the collection and usage of data, analytics, and insights to identify and "listen" to key audiences (athletes, fans, governing bodies, and partners); improve data-driven decision making.
- Lead the Press office function, developing strong relationships with key media members and organizations to secure impactful media coverage both online and offline.
- Establish and provide oversight around all subfunction budgets within the department, working with departmental leaders to determine the appropriate spending in all areas for optimal results.
- Establish goals, objectives, and performance metrics and develop an appropriate marketing investment level based on USOPC objectives. Continuously improve effectiveness and the ROI of a marketing mix that drives engagement across all stakeholder channels.
- Lead an active community relations and philanthropic program across prioritized communities (Headquarters, Training Centers, Olympic/Paralympic host cities, etc.) that educate community stakeholders and forge strong relationships.
- Provide leadership, direction, and oversight of the USOPC's government relations efforts to maximize strong relationships and leverage federal, state, and local opportunities.



# The Candidate

## Ideal Experience

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- Deep background overseeing complex communications programs and forward-thinking initiatives on behalf of high-profile properties or brands.
  - Significant experience in consumer-facing, fast-paced marketing environments.
  - Proven stewardship of a world-class communications and marketing organization, ideally as a visible, high-level executive responsible for building and leading large, diverse teams while navigating transformation by collaborating with and influencing multiple stakeholders.
  - Experience with the creation of strategic direction through to execution of all aspects of marketing including advertising, traditional print and broadcast, digital, and social media.
  - Excellent understanding of the media landscape, regionally, domestically, and internationally.
  - Innate ability to communicate with different stakeholders, negotiate influence, and build rapport at all levels.
  - Capability to distill information clearly and to explain complex issues with precision and consistency.
- Demonstrated strength in leading teams, developing talent and building a culture of accountability and empowerment.
  - Established pattern of collaborative relationship-building skills with internal and external stakeholders.
  - Familiarity with complex sponsorship development and management, global sports marketing, event management, and property promotion.
  - Demonstrated passion for competitive sports and ideally demonstrated experience with sports sponsorship and the sporting world.
  - Proven ability to understand and communicate the requirements (physical, mental, and emotional) to be an elite athlete on a global stage.
  - Proven crisis management skills.
  - Strong operational skills, including talent management and budget management.
  - Experience "selling" concepts and ideas, and to generate enthusiasm for events, people, and mission-driven organizations.
  - Proven communication skills with cultures and constituencies outside the United States.

## Competencies & Areas of Expertise

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- Success in a complex matrixed organization with a variety of influential and passionate stakeholders.
  - Proven ability to manage a large variety of complex issues and projects calmly and simultaneously.
- Bachelor's degree in communications, marketing, PR or related field;
  - Master's degree preferred;
  - 10-15 years of experience in a communications or strategic marketing role, sports administration/ leadership or related transferable experience.

## Essential Qualifications

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# How to Apply

In order to apply, please submit a comprehensive CV along with a cover letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include the names and addresses of three references. References will not be approached until the final stages and not without prior permission from candidates.

The preferred method of application is by email at: [USOPC\\_CMC@odgersberndtson.com](mailto:USOPC_CMC@odgersberndtson.com)

The USOPC is committed to making decisions regarding recruiting, hiring, promoting, assignment, training, termination, and other terms and conditions of employment without unlawful discrimination on the basis of race, color, national origin, ancestry, sex, sexual orientation, gender identity or expression, religion, age, pregnancy, disability, work-related injury, covered veteran status, political ideology, genetic information, marital status, or any other factor that the law protects from employment discrimination.

## Contact Details

For a conversation in confidence, please contact:

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