



Creative Services Coordinator

WHO WE ARE

US Youth Soccer Association (USYS) is the largest youth sport organization in the United States. We spend every day thinking about ways to grow and support our community. We continue to build the most innovative service organization in the industry and transform lives by inspiring participation. Our vision is to bring communities together through the power of soccer, making life-long fans of the sport.

We are defining the modern-day youth sport organization with innovation as a cornerstone of our strategy. We are guided by the principles of service leadership, performance excellence, collaboration, and diversity and inclusion at all levels of the organization. Our focus on listening, collaborating, and adapting our existing model has allowed us to create changes in our business model, governance, and constituent support, and play a leadership role throughout youth sports.

We are all about going above and beyond to serve the soccer community, and we work equally hard to serve our teammates. We are committed to being a fantastic place to work by focusing on hiring, training, and promoting talented, dedicated, passionate individuals who want to get better every day.

POSITION SUMMARY

We are seeking a creative, progressive, organized, and highly motivated Creative Services Coordinator to join our dynamic team. This individual will work directly with USYS State Associations to develop their marketing and public relations content, leveraging internal and external content and resources to promote the USYS/State Association brand and State Association programming and successes. While part of the national office team, this individual will play a pivotal role in managing various aspects of creative projects specific to State Association operations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Project Management:** Oversee creative projects from conception to completion. This involves scheduling meetings, preparing meeting summary reports, managing timelines, and ensuring all stakeholders are informed of project progress.
- **Content Creation:** Oversee creation of custom marketing and communication content for State Associations including: Website material (stories, graphics, news and features pieces), social media, events, email marketing campaigns, blogs, and collateral materials. May include ad hoc copywriting for press releases and statements, graphics, short-form videos, and collateral materials like brochures and event signage.
- **Liaison:** Function as a bridge between different teams (Outside agencies, USYS national office, technical(soccer) leadership) to ensure seamless communication and collaboration. Interfaces and collaborates with State Associations to share and improve overall marketing efforts.

- Quality Control: Maintain consistent quality levels across all creative deliverables, ensuring they align with brand guidelines, meet client expectations, and are free from typos and grammatical errors.
- Administrative Tasks: Manage administrative duties such as maintaining project documentation, tracking expenses, and preparing media performance summary reports (traditional, media, social media, website analytics) for management review.
- On-site Attendance: May require attendance at major regional and national programs and events, which may include weekends and holidays.

PREFERRED KNOWLEDGE, SKILLS, AND QUALIFICATIONS

- Bachelor's Degree within a Marketing Communications-related field.
- Project Management Skills: Ability to manage multiple projects simultaneously, prioritize tasks, and meet deadlines.
- Communication Skills: Strong verbal and written communication skills are essential for interacting with clients and creative teams effectively.
- Attention to Detail: A keen eye for detail is necessary to ensure accuracy and quality in all creative deliverables.
- Team Player: Ability to work collaboratively with cross-functional teams and adapt to evolving project requirements. Includes ability to interact effectively and deliver for State Association leadership despite varying management styles.
- Client Service Experience: Experience in client-facing roles or customer service can be beneficial for managing client relationships effectively.
- Knowledge of Marketing Principles: Understanding of basic marketing principles and branding concepts can enhance the effectiveness of creative solutions.
- Effective storyteller.
- Keen eye for Design: Including graphic design, video editing, photo editing, and website design and layout. (Coding skills not required, albeit highly beneficial).
- Additional Languages: Bilingual language skills are a plus.
- Social Media and Monitoring: Familiarity with social media tools, management, planning, monitoring and content distribution methods (Facebook, Instagram, Twitter, Hootsuite, TikTok Linktree, Meltwater (media monitoring), Adobe Analytics, and email service providers, etc.).
- Exposure to the creative process including copy development, creative design and multimedia production can be advantageous.

TO APPLY

This is a full time, exempt position, based in Frisco, TX, though we are open to remote work. Please send your resume, cover letter and salary requirements to Tish Barksdale (tbarksdale@usyouthsoccer.org).

US Youth Soccer is a non-profit organization. We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

We offer a competitive salary and benefits package, the details of which will be shared with qualified candidates.