



**LA84 Foundation**  
**Position Posting: Marketing Communications Director**

**TITLE:** Marketing Communication Director

**THE ORGANIZATION:** As a legacy of the 1984 Olympic Games, the LA84 Foundation continues to be a nationally recognized leader in support of youth sport programs and elevating the importance of sports in positive youth development. LA84 seeks to provide an opportunity for every child to participate in sports and experience the wide range of positive outcomes associated with youth sport participation. Since its launch in 1985, LA84 has invested millions in the communities that supported the Games, reaching more than 3 million youth throughout Southern California, from Santa Barbara to San Diego County. The LA84 Foundation continues to promote the spirit of the 1984 Olympic Games by convening and engaging local, national and international audiences about the role of sport in society, and the impact of the Olympic Games on host cities, especially as we look ahead to the 2028 Games. LA84's headquarters is located in the historic Britt House near downtown Los Angeles, where it houses meeting facilities and the world's premier sports library. For more information, please visit [www.la84.org](http://www.la84.org).

**Position Summary:**

The Marketing Communications Director for the LA84 Foundation will be responsible for the management and execution of key marketing, communications and brand engagement initiatives for the LA84 Foundation and the Play Equity Fund.

We are seeking a talented storyteller to develop and execute effective ways to amplify the voice, mission and actions of the LA84 Foundation and the Play Equity Fund both internally and externally, as well as support the role of the President and CEO as the face of the organization externally.

This position will be the connector between departments on anything related to the execution of the marketing communications strategy, collaborating with key stake holders, partners and strategic vendors as needed.

This position will be responsible for the development of all marketing communications and creative strategy, messaging, media partnerships, media buying, organic and paid social media strategy, public relations, events, campaign development, content production, direct mail, CRM and email marketing.

This position will be in charge of developing (collaborating with vendors and partners) all marketing and communications campaigns for the organization, both B2B and B2C, inclusive of Op-eds, articles, speeches, keynote presentations, President's reports, board communication materials, partner communication tools, bi-annual reports, our annual youth sports participation survey and similar.

This position will be responsible for managing and overseeing the Play Equity Movement Campaign, to be launched in 2020.

This position will act as the ultimate controller and manager of the marketing calendar and will keep track of the marketing budget in collaboration with the Finance team.

### **Essential Functions:**

- Through the selection and management of qualified consultants, vendors and partners, the individual will be Responsible for the development of the marketing and creative strategy, media buying, organic and paid social media strategy, public relations, events, campaign development and production tasks, or any task related to the execution of the approved marketing and communications plan for the overall organization and for key initiatives.
- Develop (collaborating with vendors and partners) all marketing and communications materials for the organization, both B2B and B2C.
- Oversee and manage the marketing calendar, as well as maintain the marketing budget in collaboration with the Finance team.

This position will report to the Chief Strategy/Operations Officer and will work very closely with the President & CEO.

### **Basic Qualifications:**

- Bachelor's degree in Marketing, Communications, or related subject area; OR equivalent work experience.
- 3-5 years of experience developing, managing and/or executing marketing campaigns and marketing materials both B2B (business to business) and B2C (Business to Consumer).
- 2-4 years of experience in the sports industry or sports related industries (Preferred).
- Experience managing PR agencies.
- Experience developing and executing ad campaigns.
- Experience developing and executing paid media strategies.
- Experience developing and executing paid and organic social media strategies.
- Experience developing content strategies and producing content.
- Experience developing sales pitches and nurturing client and partner relationships.
- Experience in managing multiple programs/projects simultaneously.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Superior storytelling and writing ability; editorial skills are a plus.
- Proficiency in the usage of Keynote, Pages, numbers, Excel, Word, PowerPoint and similar programs to develop presentations and reports.
- Video capturing and video editing expertise (Preferred). Excellent organizational skills and strong attention to detail needed.
- Portfolio of existing marketing and communications work to demonstrate skills.

### **WORKING CONDITIONS:**

- General office environment.
- Physical demands include lifting and moving equipment and supplies up to 25 pounds, visual acuity in reviewing detailed computer records, physical requirements related to sports activities and periodic travel.
- Occasional weekend, late afternoon, and evening hours.

The above description is intended to describe the general nature and level of work performed and is not intended to limit the scope of potential work assignments.

**To apply:** Please send resume, cover letter and the names, phone numbers and email addresses of three professional references by e-mail to [officemanager@la84.org](mailto:officemanager@la84.org) . Please use as subject heading "Marketing Communications Director" and your last name. Review of applications will continue until the position is filled.