



Director of Strategic Communications

Athletes Unlimited is a new model of pro sports where individuals are champions of team sports, and fans engage with and support their favorite players directly. We change the game with faster play, and new team rosters every week, delivering thrilling entertainment in which every moment counts. We provide our team of enthusiastic, collaborative innovators a next-generation workplace with unlimited PTO, competitive health insurance, professional development opportunities, and more so that we can build the future of professional sports. Are you Unlimited?

Athletes Unlimited is looking for a Director of Strategic Communications to develop and execute key elements of the Athletes Unlimited communications strategy in collaboration with our external agency and other internal staff members. This position is full-time and reports to the CEO.

RESPONSIBILITIES

- Collaborate with external communications agency on drafting and release of select press releases
- Manage a communications schedule and plan in collaboration with our outside agency, ensuring coordination across AU
- Amplify earned media across social channels and key allies
- Cultivate and maintain relationships with key members of entertainment, media, sports, and impact communities (national and local)
 - Includes coordination and management of on-site presence at AU games/events, as well as year-round activities at third party events
- Effectively leverage the company Advisory Board for key strategic communications efforts
- Build and leverage relationships with non-endemic media outlets, thought leadership platforms, influencers, podcasts, event organizers, and athletes
- Develop and execute select high-impact B2C and B2B moments/events across Communications, Marketing, Impact, and Digital/Content teams
 - Includes tracking of player and staff appearances/engagement
- Own strategy and management of the LinkedIn presence of Athletes Unlimited key executives and certain athletes
- Develop a thought-leadership voice on LinkedIn
- Develop and maintain a database of AU stakeholders (e.g. partners, influencers, media) and relationships, and manage communications with these groups in coordination with partnerships and marketing teams
- Build AU presence at sports/media industry and philanthropic events

- Includes cross-promotion of athlete and executive involvement, appearances and/or participation in these events.

REQUIREMENTS

- 7 or more years of relevant experience
- Strong written communication skills
- Excellence at cultivating and building relationships with media, business and civic leaders and athletes
- Strong knowledge of and experience leveraging digital platforms
- Proclivity towards creativity and business and an adeptness towards identifying and executing on opportunities
- Holistic command of sports, media, and digital business landscapes
- Willingness and enthusiasm to travel to attend AU games in multiple cities, as well as other key events throughout the U.S.
 - Must be able to comply with all COVID-19 policies and procedures mandated by the organization
- Strong organizational and database management skills
- Strong creative sensibility and sense of humor
- Established network and connections within sports and entertainment industries

BENEFITS

This role is full time and is compensated at annual salary of \$90,000 to \$100,000 commensurate with experience. Athletes Unlimited is proud to offer comprehensive benefits and perks to all of our full-time employees, including:

- Competitive health, dental, and vision insurance plans
- Generous 401(k) company match
- Stock options commensurate with compensation
- Unlimited paid time off as well as company holidays
- Professional development stipend
- Access to 1:1 coaching via TaskHuman

Athletes Unlimited is an Equal Opportunity Employer and does not discriminate in its hiring process based on race, religion, national origin, age, marital status, sexual orientation, gender expression, pregnancy status, parental status, or other applicable legally protected characteristics.

