



Coach Education: Coach Communications Manager

Reporting to the Director of Coach Education, this is a full time exempt (salaried) position responsible for the development and coordination of strategic communications to support the NICA coach community. The position provides support to NICA's programs departments to create and facilitate coach communications and education. The position also assists in development and maintenance of the Learning Management System (LMS). This position has a salary range of \$63,000-\$65,000, with no direct reports.

Key responsibilities

Coach services and support

- Help cultivate positive coach culture through communications and content
- Maintain and update coach licensing content on the NICA's website and learning management system (Moodle Workplace)
- Collaborate cross-departmentally to develop and disseminate coach communication services to support team growth and development. Examples of potential work products include:
 - Public-facing training materials for products such as NICA's Team Development playbook;
 - Internal training on communications best-practices that support team-level outreach and recruitment
- Develop Canva templates and outreach materials to support team-level recruitment
- Organizes and facilitates online webinars to support strategic partnerships
- Assists with the management of NICA's coach tech platforms, including the NICA Pit Zone, Coach Help Desk, NICA Coach Education Center (Moodle Workplace), etc.
- Host and facilitate NICA online leaders' summits
- Assists coaches and team directors through NICA's coach education and licensing process with excellent customer service (via email, voicemail) and providing additional support, as needed
- Works with Director of Coach Education to facilitate instruction and travel to leagues for Leaders' Summits or Coach Retreats, including NICA On-The-Bike Skills

Content creation/graphic design/communications

- Implement NICA marketing strategy to support the coach community in collaboration with the marketing department
- Create both written and visual content
- Design and maintain visually engaging templates to support coach education and NICA programs, with a key role in developing and maintaining a cohesive brand identity across the organization
- Produce regular content specific to the coach audience (i.e. Coaches News content, partner activations specific to coaches, NICA stories, etc.

Skills

- Ability to work effectively in a fully-remote, non-profit work environment (adaptability, creativity, empathy, etc.)
- Excellent attention to detail across all modalities (written, visual, etc.)
- Expertise with Canva as a design and collaboration tool
- Fluent in a wide variety of tech platforms/systems (i.e. Google Workplace, Slack, Monday.com, HubSpot, Iterable etc.) with the ability and desire to learn and navigate new platforms quickly
- Excellent written and verbal communication skills, ability to write concisely and clearly
- Experience using e-learning software to build online courses using best practices in adult online learning, Evolve preferred

Qualifications

- Bachelor's Degree or 5+ years of experience in an education or youth development program
- Experience working with youth, preferably in sports
- Experience as a NICA coach or NICA team director
- Experience in design, communications, and marketing
- Experience working with adults in a hands-on sports and educational environment
- Exceptional project management skills; ability to lead multiple operations, including program development and implementation, group facilitation, training, marketing, and strategic planning
- Excellent verbal and written communication skills
- Ability to facilitate engaging coach and student athlete presentations
- Ability to ensure that all communications and resources meet applicable risk management, safety and quality guidelines and incorporate the NICA mission, vision, and core values
- While performing the duties of this job, the employee is regularly required to: ride a mountain bike, drive a vehicle to and from trainings with a valid driver's license and proof of insurance and may be required to occasionally be able lift and/or move up to 50 pounds unassisted
- Requires travel of up to four weekends a year
- Background check will need to be processed (required for work with student athletes)

To apply

Please send a cover letter and resume to Kelly Curry, Director of Human Resources at jobs@nationalmtb.org by June 23 2025. Those whose applications are up for consideration, will be contacted after that date.

NICA is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.