

**Job Title:** Communications Director

**Location:** Office is located in Yankton, SD. The ideal candidate would be able to do a hybrid schedule. Some travel required.

**Reports To:** Executive Director, National Field Archery Association (NFAA)

**Type:** Full-Time

### **Position Summary:**

The Communications Director will lead and execute the overall communications strategy for the National Field Archery Association (NFAA) and the NFAA Foundation. This individual will serve as a key member of the leadership team, working across departments to elevate the NFAA brand, expand organizational visibility, and ensure consistent, strategic messaging across all platforms. The Director will drive communications initiatives that support both day-to-day operations and long-term goals, including outreach, membership growth, sponsorship engagement, events promotion, and national programming.

### **Key Responsibilities:**

#### **Strategic Leadership**

- Lead the development of a unified communications strategy in alignment with organizational goals, working closely with executive leadership, outreach, events, and membership teams
- Serve as the primary communications advisor across the organization, offering guidance on messaging, media engagement, and brand representation
- Collaborate with senior staff to shape public relations and brand reputation strategy, ensuring a cohesive narrative across all programs and initiatives
- Represent the NFAA's communication interests in national collaborations and strategic partnerships

#### **Content and Campaign Management**

- Oversee the planning and execution of content across all platforms, including websites, email campaigns, newsletters, social media, and press releases
- Work with internal departments and contractors to develop creative, engaging content for key audiences including members, partners, event participants, sponsors, and media
- Lead promotional efforts for major NFAA and Foundation events, including The Vegas Shoot, Indoor Nationals, and national outreach initiatives
- Develop and promote multi-channel campaigns that support outreach programs, membership initiatives, fundraising efforts, and brand engagement

## **Digital Strategy and Presence**

- Maintain and evolve the digital presence and brand awareness of the NFAA and NFAA Foundation across all web platforms, resource hubs, and social media channels
- Use data and analytics tools to monitor engagement and adjust digital strategies for impact and efficiency
- Work with marketing, outreach, and education teams to align digital content with audience needs and program goals

## **Media and Public Relations**

- Build and manage relationships with media outlets, influencers, and industry publications to enhance visibility
- Oversee all press communications, including press release development, interview scheduling, and media events
- Position NFAA as a national leader in archery and outdoor sports through proactive storytelling, industry presence, and media outreach

## **Team Oversight and Contractor Management**

- Hire and supervise a team of freelance or contract contributors, including photographers, videographers, writers, designers, and content creators
- Provide high-level direction and oversight to ensure all work aligns with brand standards and strategic goals
- Set clear deliverables, timelines, and expectations; monitor performance and provide regular feedback
- Collaborate with senior staff to identify content needs, campaign objectives, and event priorities that guide production

## **Stakeholder Communication**

- Assist with regular and effective communication with NFAA members, state organizations, sponsors, vendors, and volunteers
- Provide communications support and resources to affiliated clubs and state-level outreach teams
- Ensure the consistent and accurate dissemination of rules, updates, event information, and program opportunities, in partnership with communications and membership staff
- Collaborate with internal departments to ensure aligned messaging across all public-facing platforms and materials

## **Monitoring and Evaluation**

- Develop and maintain a communications dashboard to evaluate engagement metrics, campaign effectiveness, and brand visibility

- Monitor feedback across member communications, social media, and support channels to identify trends, concerns, and opportunities
- Adjust communication strategies and priorities based on data insights and stakeholder input

**Qualifications:**

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field; Master's degree preferred
- Minimum of 5 years of experience in a senior communications or director-level role, leading organization-wide communications strategy
- Demonstrated success in managing multi-platform content development and media relations
- Excellent written, verbal, and visual communication skills
- Strong leadership, organizational, and project management abilities
- Proficiency with communication tools including email platforms, website CMS, social media schedulers, and analytics software
- Experience working across departments and with external partners in a collaborative environment
- Knowledge of or interest in archery, outdoor recreation, or youth sports development preferred
- Willingness to travel to major events, meetings, and conferences as needed

If interested, please submit a cover letter and resume to NFAA's National Outreach Director, Joanne Martonik, at [jmartonik@nfaausa.com](mailto:jmartonik@nfaausa.com).