

Vice President, Communications

Overview:

The International Health, Racquet and Sports club Association (IHRSA), seeks a professional to serve as its first Vice President, Communications. The Vice President, Communications is responsible for overseeing all communication activities for the association, including strategy, content development, event marketing, media relations, social/digital engagement, member communication, and more. Reporting directly to the President and CEO, the model candidate will bring complementary strategic and tactical engagement experience to bear for the international fitness industry.

The professional will be expected to develop and execute proactive, research-driven communication campaigns and strategies that elevate the fitness industry as a significant and critical voice in shaping a healthier world. The Vice President will work collaboratively across the organization, specifically with IHRSA's government affairs team, to refute myths and inaccuracies that result in harmful policy and public perceptions. This professional will help lead an already-underway organizational transformation, revisiting the association's mission, vision, and brand identity.

A successful candidate will be a hands-on doer, a creative problem solver, and a skilled multitasker. This highly visible position requires proficiency in public speaking, member relations, and an ability to collaborate, create, and foster relationships with industry stakeholders.

Responsibilities:

- Build and lead a high-performing communications organization.
- Enhance understanding of the essentiality of the fitness industry to physical and mental well-being.
- Shape industry perceptions with key stakeholders.
- Oversee the design and management of internal and external communication materials, printed publications, press releases, op-eds, newsletter, speeches, online content, and more.
- Manage vendor and contractor relationships.
- Create strong and trusted relationships with reporters, media outlets, industry influencers, and other influential stakeholders.
- Hire and manage Communications Coordinator.

Qualifications:

- 5-7 years of experience in an advocacy-based trade association.

- Knowledge of and experience working on/with Capitol Hill.
- Experienced with print, mobile, and web-based traditional and social media.
- Experience building and managing teams.
- Strong public speaking skills for media outreach, board presentations, etc.
- Project- and department-based budget management.
- Working knowledge of Nimble, Salesforce, Monday.com.
- Bachelor's degree in related field.

To apply:

Please submit Resume and Cover Letter to EG@IHRSA.org