

United States Ice Rink Association

About us

The United States Ice Rink Association is a non-profit national membership organization for owners and operators of ice-skating facilities, and industry suppliers. Formed in 2000 by our founding members, USA Hockey and U.S. Figure Skating, with the intent of fostering the development, growth and success of the ice rink industry in the United States.

Our Mission: Elevate the ice rink industry by developing skilled professionals and supporting safe, high-performing, and sustainable facilities.

Job Title: Director, Membership

Reports To: Chief Operating Officer

Location: National Office - Colorado Springs, CO

Job Type: Full-time / Exempt

Basic Function

The Director, Membership grows all member categories and leads the delivery of member benefits, resources, services, and communications. This is a hands-on, execution-focused role responsible for the full member lifecycle — recruitment, onboarding, engagement, and retention — as well as membership marketing, events and publications support.

Primary Responsibilities

Financial

- Manage the annual membership budget in coordination with the Chief Operating Officer
- Process membership dues invoices.

Administrative

- Manage individual and organization profiles in the membership database.
- Process membership renewals and drops.
- Develop and administer membership benefits.
- Maintain historical membership records.
- Produce and distribute member packets (new and renewals).
- Create and distribute the weekly member e-newsletter.
- Develop and execute member acquisition and retention campaigns.
- Maintain the membership pages on the organization website.
- Conduct site visits to member and non-member facilities.
- Develop and maintain relationships with Allied Members and coordinate related events.

Marketing

- Create and execute the membership marketing and engagement plan.
- Develop content for and manage the organization's social media accounts (Facebook, Instagram, LinkedIn).

Education

- Provide membership information and vendor member inserts for student packets.
- Assist with coordination of student/member networking socials as needed.
- Represent the organization as a lead or co-instructor for courses as needed.

Events (Annual Conference)

- Assist with the creation and execution of the event marketing plan.

- Manage the membership components of the conference (socials, raffles & prizes, expo booth).
- Document the event through photos, video, and social media.
- Manage daily attendee electronic communications.
- Create, distribute, and collect attendee surveys.

Publications

- RINK Magazine:
 - Provide direction for editorial content.
 - Write articles as needed.
 - Provide the publisher with the mailing list for each issue.
- Vendor Member Directory:
 - Provide the publisher with quarterly updates to vendor listings.
 - Distribute the directory by email and website.

Board of Directors

- Assist the Membership Committee Chair with coordinating meetings and agendas.
- Provide reports for Membership Committee meetings.
- Provide reports for monthly and annual Board of Directors meetings.
- Assist with administration of the annual member representative election.

Founding Members (USA Hockey & U.S. Figure Skating)

- Work with staff liaisons to provide content for RINK Magazine, the weekly member e-newsletter, and member packets.

Other duties as assigned

Qualifications

Required

- Bachelor's degree in business, sports management, recreation, marketing, or communications.
- 3+ years of work experience in the ice rink, ice sports, recreation or nonprofit/association sector.
- Experience working with a membership / CRM database and email marketing tools.
- Experience with social media management (Facebook, Instagram, LinkedIn) in a business setting.
- Proficiency in Microsoft 365 applications (Word, Excel, Power Point, Outlook)
- Well-spoken and have excellent written communication skills as well as listening skills.
- Self-starter, successful working with limited supervision
- Must be detail oriented, have exceptional work ethic and a strong desire to succeed.
- Understand teamwork and enjoy working closely with colleagues to drive organizational growth.

Preferred

- Experience with event planning and coordination.
- Familiarity with basic graphic design and/or content tools.
- Experience working with a non-profit Board of Directors

Additional Information

- This position will require travel for member site visits and the annual conference.
- Work schedule will include office hours as well as evenings, weekends and holidays as needed

Salary Range

- \$75,000 – \$85,000, commensurate with experience

Benefits

- Paid Time Off: Vacation, Sick, Comp-Time
- Medical, Vision, Dental insurance (**No** employee contribution)
- Flexible spending account (FSA)

- Retirement plan – 401(k) with company match after 6 months
- Life Insurance (2x Salary)
- Long-Term Disability
- Employee Assistance Program

How to Apply

Submit a cover letter and resume to JeffT@usicerinks.com by 9/14/26. Applications will be reviewed on a rolling basis.

Equal Opportunity Employer

The United States Ice Rink Association makes equal employment opportunities available to all without regard to race, color, religion, sex, age, national origin, disability, citizenship status, military status, genetic information, sexual orientation, gender identity, or any other legally protected category based on applicable laws.