



Senior Director of Athlete and Volunteer Experiences, Special Olympics PA (SOPA)

Department: Programming

Relationships:

- **Reports to:** Vice President of Mission Integration
- **Supervises:** Director of Program Data Administration and Programming Department Coordinator

Location: Norristown Headquarters office

Position Summary: SOPA seeks an enthusiastic, experienced leader who will be responsible for developing and executing on an end-to-end athlete and volunteer experience blueprint. This exciting leadership opportunity will lead the development and management of business systems responsible for recruitment, training, retention and recognition of athletes and volunteers throughout the state and at all levels (local, regional and state). The Senior Director of Athlete and Volunteer Experiences plays a vital role as SOPA continues to enhance its quality, reach and impact.

Key duties and responsibilities for Senior Director of Athlete and Volunteer Experiences:

The Senior Director of Athlete and Volunteer Experiences is responsible for overseeing the development and implementation of strategies that improve the athlete and volunteer experience improving athlete and volunteer relations and loyalty. This position will be responsible for all aspects of athlete and volunteer information to include but not limited to:

Athlete and Volunteer Information:

- Collect diversity data on our constituent groups and conduct outreach to under-represented communities to increase participation.
- Evaluate and implement best practices to recognize registered volunteers on a year-round basis.
- Lead data trend analysis to include information related to: recruitment, retention, participation and overall program growth.
- Lead long term evolution planning for emerging software technologies.
- Lead cross-departmental staff to ensure constituent communication is streamlined.
- Implement Service Design practices to improve the athlete and volunteer experience and journey.
- Implement best in class human-centered design practices to observe the experience (i.e. UX Research), and develop plans for improvement - driving loyalty.
- Implement best in class human centered design practices to attract new volunteers and athletes.

Athlete and Volunteer Recruitment, Retention, Recognition and Satisfaction:

- Analyze and communicate athlete and volunteer trends to create a compelling narrative and inform service/experience roadmap, operational improvements and marketing strategies.
- Develop a seamless registration processes that allows both athletes and volunteers to transition from a participation model to membership.
- Develop an onboarding process for Class A (regular/on-going) volunteers with regional staff as well as Class B (day-of) volunteers with both regional and headquarters competition staff.
- Develop and provide tools for regional staff to conduct a targeted athlete and volunteer recruitment and retention campaign.
- Work with both regional and headquarters development/marketing staff to utilize partners, sponsors and community resources to promote and scale activities.
- Determine a way to collect and track net promoter score.

Event Coordination:

- Act as lead coordinating annual Leadership Conference.
- Work with regional and headquarters competition staff as well as volunteer Games Organizing Committees in advance of competitions to define number of volunteers required and provide volunteer role clarity.
- Act as a support to the volunteer Games Organizing Committees as they recruit community volunteers for state, sectional and regional competitions.

- Be on-site at state and sectional competitions to support the volunteer Games Organizing Committees as well as interact with Class B (day-of) volunteers.
- Ensure organizationally a superior volunteer experience is provided which transforms Class B (day-of) volunteers to Class A (regular/on-going) volunteers.
- Coordinate group volunteer experiences for sponsors with regional and headquarters development/marketing staff.

Ideal candidate should demonstrate experience in:

- A curious mindset to ask the right question and always looking to explore new possibilities and seek new analytic approaches.
- Strong leadership and management skills with an ability to motivate diverse groups of athletes, volunteers and staff.
- Excellent organization and time management skills including ability to prioritize and manage competing requests.
- Knowledge of current trends, resources, and information related to volunteerism.
- Proficient with Microsoft Word, Excel and PowerPoint.
- Human centered design.
- Accessibility design experience a plus.
- Service design blueprinting a plus.

Required Qualifications:

- Nonprofit experience either in professional or volunteer positions. Special Olympics experience (staff or volunteer) is a plus.
- Commitment to travel as well as evenings and weekend work as needed.
- Criminal history check and fingerprinting is required of all SOPA employees during the course of their employment. Your employment is conditional, pending the results of the background check.
- SOPA requires employees to be fully vaccinated against COVID-19 and provide proof of your full vaccination status prior to your start date.

Only serious applicants that provide a cover letter and resume will be considered. Apply to careers@specialolympicspa.org.

Special Olympics Pennsylvania is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, national origin, political affiliation, sexual orientation, marital status, disability, neurodiversity, age, parental status, socio-economic background, military service, or any other characteristic or status protected by applicable law.

We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves and can do their best work.

EOE/M/F/H/V

ORGANIZATION DESCRIPTION

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports to 16,000 children and adults with intellectual disabilities or closely related developmental disabilities. For 50 years, SOPA and its 54 local programs have used the power of sports to transform the lives of people with intellectual disabilities and unite everyone by fostering community and building a more acceptable and civil society. SOPA is much more than a sports organization. Through its Athlete Leadership Programs, athletes assume meaningful leadership roles, influence change within the Special Olympics movement and take on roles as Global Messengers (trained as public speakers for Special Olympics), athlete representatives, coaches, board members and more. SOPA also addresses major challenges facing its athletes including healthcare. The Healthy Athletes program offers athletes free health screenings in the form of eye, ear, dental and podiatry assessments. Athletes are also taught how to live active lifestyles, eat healthy and more. Additionally, SOPA strives to create a unified world by promoting inclusion, uniting communities, and changing attitudes. Through Unified Sports, SOPA brings together individuals with and without intellectual disabilities as equal teammates in training and competition, which promotes respect and acceptance, and facilitates meaningful relationships between people of all abilities. For more information about how you can join “The Inclusion Revolution,” visit www.specialolympicspa.org.