

JOIN OUR TEAM

WSF Women's Sports
Foundation®

Women's Sports Foundation

We exist to enable girls and women to reach
their potential in sports and life.



Associate Director, Athlete Engagement

Reports to: Vice President, Community Impact

Location: Remote/Hybrid

Status: Exempt

Salary: \$80,000-90,000

ABOUT THE ORGANIZATION

The Women's Sports Foundation® (WSF®) exists to enable girls and women to reach their potential in sport and life. We are an ally, advocate, and catalyst for tomorrow's leaders. Founded by Billie Jean King in 1974, we are one of the *first* organizations to recognize the powerful connection between sport access, equity, and society. For 50 years and counting, WSF has been changing the game through its research, advocacy, and community programming, investing over \$100 million to help girls and women play, compete, and lead – in sports and beyond – without barriers. A leader and champion of the entire women's sports ecosystem, WSF amplifies the vital societal and cultural impact that is made when girls and women play sports. When girls play, they lead, and we all win!™ To learn more about the Women's Sports Foundation, please visit www.WomensSportsFoundation.org.

ABOUT THE POSITION

The Associate Director, Athlete Engagement is a high-impact, high-visibility position at the center of the Women's Sports Foundation's mission to drive social and community impact through the power of sport.

Part talent strategist, part relationship-architect, this role will be responsible for cultivating and strengthening authentic, long-term relationships with elite athletes, agents, sports organizations, national governing bodies, and other key stakeholders in the sports ecosystem. This individual will serve as a liaison between these stakeholders and WSF and lead the development and execution of initiatives that activate and engage athletes with our events, community programs, social media, fundraising and more.

The ideal candidate is someone who knows how to work with high-profile talent, understands the business side of sports and is driven by purpose. We're looking for someone who blends the sharp instincts of a sports agent with the heart of a changemaker. Someone who knows how to make the right deals, open the right doors, and bring the right people to the table—while ensuring athletes feel seen, heard, and inspired to be part of something bigger than themselves.

OVERVIEW OF THE RESPONSIBILITIES

Athlete Engagement & Relationship Management:

- Serve as the lead relationship manager for WSF's network of athlete ambassadors and their representatives (including Olympians, Paralympians, Professional Athletes, Collegiate Athletes, Agencies, Organizing Bodies), ensuring a consistent, respectful, and strategic approach to all interactions.
- Develop and execute a comprehensive athlete engagement strategy that includes recruitment, onboarding, activation, recognition, and retention.
- Travel to relevant industry events and conferences (ex. ESPYs, WNBA All-Star, Final Four) and community impact events as needed to meet with stakeholders and represent talent
- Direct athlete programs and engagement for WSF's gala in NYC, the Annual Salute to Women in Sports.
- Oversee collegiate athlete programming, including the NBC Sports Student Athlete Mentor Program.
- Manage athlete events and travel logistics, including transportation, meals, lodging, and expense reimbursements.
- Assist with the negotiation and execution of athlete-related contracts and agreements.

Strategic Communications & Visibility

- Collaborate with the marketing and communications teams to brainstorm and coordinate athlete participation in media opportunities, social campaigns, speaking engagements, and WSF-led events.
- Support athletes in leveraging their platforms to promote equity and visibility in women's sports.

WHAT MAKES YOU STAND OUT

The ideal candidate will possess a combination of skills, experience, and passion in the following areas:

- Excitement for WSF's mission and strong understanding of women's sports and women athletes.
- Existing knowledge and experience working with elite athletes and within women's sports and a rolodex of existing relationships.
- Ability to lead effectively and independently with little oversight.
- Collaborative, collegial, and respectful team player with proactive energy and enthusiasm for a robust, mission-driven work environment.
- Ability to work both independently and collaboratively while maintaining flexibility and applying problem-solving skills.
- Exceptionally personable, articulate, and engaging; ability to inspire trust and enthusiasm in others.
- Comfort and skill in public speaking and representing WSF at public events.

WHAT YOU NEED TO HAVE

The ideal candidate must possess a combination of skills, experience, and education in the following areas:

- 5-7 and/or in a talent management role
- Working knowledge of women's sports and female athletes.
- Ability to travel up to 20 percent of the time

- Strategic agility and innovative mindset.
- Superior written and verbal communication skills and project management skills.
- Drive for results and passion for a fast-paced, dynamic working environment.
- Strong organizational skills with attention to detail.
- Ability to handle confidential and sensitive information with integrity and discretion.

We are a hybrid/remote workplace that operates East Coast hours. We provide a workplace that creates a culture that offers a high degree of flexibility and enables our employees to keep their lives balanced.

The Women's Sports Foundation values an inclusive team and encourages individuals of diverse backgrounds and identities to apply. The Women's Sports Foundation is an equal opportunity employer.

YOUR NEXT STEPS

For immediate consideration, please submit your application to <https://ideali.st/hyGnaH>

Please include the following:

- Your Resume
- A cover letter that answers the following:
 - What about WSF and our purpose interests you and why?
 - Describe your preferred work environment

If you have questions, feel free to contact HR@WomensSportsFoundation.org

#PlayToLead