



8/04/2021

Job Title: Coordinator, Venue Branding & Signage

Reports to: Director, Games Operations & Services

Location: Fort Lauderdale, Florida

Position Timeframe: Position will exist from hire date and will terminate May 31, 2022

The National Senior Games Association (NSGA) is a nonprofit Affiliate Organization Council member of the United States Olympic/Paralympic Committee that promotes health and wellness for adults 50 and over through education, fitness and sport. Since 1987, NSGA has governed the biennial National Senior Games, the largest multi-sport championship event in the world for seniors. The Association is comprised of 53 independent Member Games that conduct qualifying competition events. The 2022 National Senior Games presented by Humana will take place May 10-23, 2022 in Fort Lauderdale, Florida and surrounding communities. The Games will be home to a projected 10,000 athletes plus family members and visitors over the fourteen days of competition including Flame Arrival Celebration, the Celebration of Athletes and The Village.

Job Summary

The Coordinator, Venue Branding & Signage of the 2022 National Senior Games presented by Humana (22NSG) will have the primary responsibility for the organization and execution of the look & decor for the 22NSG. The position will provide communication and administrative leadership to the athletes, coaches, visitors, vendors and contractors as necessary to perform their Games duties. This position is responsible for the management of look & décor and signage processes to support The Games as a whole. Venue Branding & Signage is involved in day-to-day operations. Likely areas of responsibility include:

- athlete awards backdrops;
- ceremony signage;
- directional signage;
- look & décor;
- operational signage;
- venue backdrops;

This position will work collectively with each functional area, from the time of their selection through the post-Games debrief. This position will work directly with the National Senior Games Association staff (NSGA) to ensure the athletes, coaches and visitors experience the athletic, physical, cultural and social benefits of participating in the 22NSG while visiting Fort Lauderdale, Florida.



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Job Requirements Preferred (Education, Knowledge, Skills)

- Minimum 5 years' experience in day-to-day sports events management
- Adobe Creative Suite experience
- Background and passion for sports and the power it has to change individuals, communities and social structure
- Track record of demonstrating strong financial management and organizational leadership
- Negotiating skills and ability to work with senior management in the public and private sectors
- Exceptional communication skills, organizational, and administrative skills
- Demonstrated success in effective team building to ensure accomplishment of team goals
- An ability to work as a team member within the guidelines of the National Senior Games Association
- Bachelor's degree preferred

Job Responsibilities (to include but not limited to):

- Provide leadership and communicate with the NSGA Staff
- Develops the "Look" for The Games
- Implements the signage plan for 22NSG as directed
- Manages and supervises the signage install & deinstall during 22NSG
- Provides daily signage reports on venue installs
- Event Signs Requestor Management (on-site)
- Monitoring requests and coordinating with 22NSG Art Dept as needed (for client logos, unusual requests, etc)
- Monitoring the Event Sign Request, completing requests as they come in, and corresponding with staff: emailing proofs etc.
- File / Sign Organization
- Managing digital sign system, and organizing printed signs
- Understanding which requests are outstanding and monitoring progress
- Serving as liaison between the Event Signage Crew Managers and 22NSG Staff
- Supporting the crew and fielding questions as needed
- Assists 22NSG Signage Team
- Assisting with Standing Signs deliveries and other misc. signage tasks as needed
- Daily presence during The Games dates from May 10-23, 2022
- Oversee training and management of transportation workforce
- Actively prepare and participate in all scheduled meetings and conference calls as needed
- Ensure the safety and well-being of the NSG athletes, coaches, friends & family, and volunteers
- Support all marketing, website, and social media programs as needed
- Provide appropriate support for all non-sports events
- Work in close coordination with the 22NSG team and others to ensure overall success of The Games
- May include attendance to in-person meetings as well as travel to and from in Fort Lauderdale
- Provide necessary post-Games reports and other duties as required
- All other duties as assigned