



**ATA INTERNATIONAL**  
 Songahm Taekwondo Headquarters  
 atamartialarts.com

**I. GENERAL INFORMATION:**

Position Title:	Lead Communications Coordinator
Work Area:	Marketing
Reports To:	Marketing Director
Positions Directly Supervised:	Entry Level Communications Coordinator
Date Of Creation:	
Date Of Update	05/18/2025

**II. POSITION’S GOAL:**

To lead the planning, development, and execution of ATA's communication and social media strategies across all digital platforms, ensuring brand consistency, campaign success, and strategic alignment with organizational goals. This role also supports the Marketing Director by managing communications projects, proofreading copy, collaborating with design, and directly supporting licensee engagement efforts.

**III. KEY FUNCTIONS AND RESPONSIBILITIES:**

**DAILY:**

Monitor and respond to social media messages and comments
Track social media performance metrics to improve strategy
Communications project management
Writing and editing copy
Review and approve social media posts and captions created by entry level coordinator
Monitor social media trends and ATA brand mentions
Provide communication direction and support to the entry level coordinator
Support and respond to licensee communications and urgent campaign needs
Monitor and organize Marketing dept email.

**WEEKLY:**

Create, schedule and publish social media posts, emails, & texts
Brainstorm campaign concepts and communication strategies with Marketing and Design team

Lead internal campaign status check-ins and follow-ups
Audit communications strategies for improvements to present in weekly team meeting
Attend team check-in meetings to review project statuses and priorities
Research new social media trends
Source community content to promote and share
Ensure alignment with overall branding and messaging in all published content

MONTHLY:

Analyze social media, email, and website analytics to measure campaign effectiveness
Provide performance reports and recommendations to Marketing Director
Coordinate with lead designer for any graphic assets needed for campaigns
Check-in with licensees on podcast or campaign collaboration efforts

QUARTERLY:

Review and refine communications strategy for upcoming campaigns or event pushes
Plan out BBTM strategy
Assist with development of the ATA Quarterly Newsletter
Oversee major initiative planning such as Founder's Month, referral campaigns, or national events
Present quarterly recap and recommendations for communications performance

ANNUALLY:

Participate in planning and execution of annual marketing campaigns
Evaluate long-term goals and adapt strategies to improve outreach and engagement

AS NEEDED:

Writes speeches
Writes press releases and company-wide announcements
Creates graphics on Canva
Supports broader marketing efforts and initiatives
Provides marketing support at all ATA events
Collects campaign performance data
Project manage special campaigns from ideation to execution
Travel to ATA events for digital communication coverage and other duties as assigned
Collaborate on video scripts and storyboarding for major campaigns
Proofread internal communications, high-visibility social content, and media pieces
Provide input on marketing team hiring and contractor onboarding

**NOTE:** This list does not encompass all your tasks and is a guideline for best practices and minimum standards for your position. This may be updated at a future time.

#### IV. BIGGEST CHALLENGES FOR THIS POSITION:

Managing multiple concurrent campaigns and communications priorities
Ensuring clarity and consistency of tone across all platforms and departments
Navigating evolving trends and ensuring ATA remains the leader in martial arts communications
Pivoting strategy based on asset availability, approval process, registration numbers, and last-minute needs
Balancing daily execution while developing strategic initiatives

#### V. STRATEGIC INTERNAL RELATIONS:

Person	Purpose Of Interaction	Frequency
Marketing Director	Informs of upcoming projects, sets expectations, and offers guidance	Daily
Lead Graphic Designer	Collaborate on communication graphics & copy Strategy planning and brainstorming	As Needed
Entry Level Communications Coordinator	Informs of upcoming projects, relay's deadlines, proofreads, and brainstorms	Daily
Wed Designer	Collaborate on promotions, campaigns, and content updates.	Weekly
ATA HQ Staff	Supports internal communication and design needs	Weekly

#### VI. STRATEGIC EXTERNAL RELATIONS:

Person	Purpose Of Interaction	Frequency
Brand Ambassador Mentor	Informs of upcoming promotions needed and provides details. Answers questions.	Weekly
Brand Ambassadors	Informative.	As Needed
Licensees	Information on promotions and campaigns	As Needed

## VII. SOFT SKILLS:

<b>Company's Requirement:</b>
Commitment to company core values
Solution seeking/Critical Thinking
Communication
Collaboration and Teamwork
Adaptability
Forward-thinking
Attention to Detail
Time Management
Customer Service and Emotional Intelligence
Initiative and Proactive
Accountability
Solution seeking/Critical Thinking
Communication
Collaboration and Teamwork
Adaptability

<b>Position's Requirement:</b>
Calm under pressure and deadline-driven
Independent problem-solving
Detail-oriented editor and proofreader
Strong leadership and delegation skills
Good listener and collaborative planner
Creative

## VIII. HARD SKILLS:

<b>Hard Skill Required:</b>	<b>Level:</b>
Social Media Management	Advanced
Marketing Strategy	Intermediate
Content Creation (Canva/Adobe Suite/CapCut)	Intermediate
Analytics & Reporting	Intermediate
Microsoft Office (Word, Excel, PowerPoint)	Advanced
Project Management Tools (Trello)	Intermediate
Social Scheduling Tools (e.g., eclincher)	Intermediate
Strong writing and editing	Advanced
Campaign strategy development and execution	Intermediate
Email & SMS campaign platforms	Intermediate

## IX. JOB PROFILE

### GENERAL CHARACTERISTICS:

Gender:	NA
Age:	NA
Location:	Little Rock, AR

### SALARY RANGE:

Country	Amount	Currency
United States		USD

### EDUCATION & AREAS OF EXPERTISE:

Formal Education:	Bachelor's degree in Communications, Marketing, Journalism, related field, or 3–5 years experience in a communications, PR, or campaign management role
Complementary Studies:	Writing, digital marketing, or media relations, certifications in email marketing or SMS strategy, Social media marketing.
Internal Tests:	Drafting a sample marketing post and strategy. Provide analytic report.