

# **MARATHON KIDS**

## **Chief Executive Officer**

### ***Position Profile***

Location: Austin, Texas

Reports to: Marathon Kids Board of Directors

#### **Organization Overview & Background**

Marathon Kids (MK) is a non-profit corporation dedicated to providing children and families evidence-based tools, motivation, and support to live happier and healthier lives, regardless of their fitness abilities. MK began in 1995 with 2,000 Austin Independent School District elementary students. Today, the organization has programs in more than 250 cities and towns throughout North America, has served more than 2.5 million children, and is the only evidence-based program of its kind. In 2015, MK launched an unprecedented partnership with Nike, re-branding and creating a website that also functions as an e-commerce platform. MK is Nike's only global youth running initiative, and the partnership with Nike has allowed MK to effectively serve more than 1,800 sites in 47 states throughout North America, as well as to license similar programming in the United Kingdom. MK has an annual operating budget exceeding \$2 million. MK currently employs 12 full-time staff members, as well as two part-timers; the organization also has nearly 2,000 volunteers. For more information, visit [www.marathonkids.org](http://www.marathonkids.org)

#### **Position Summary**

Marathon Kids seeks a mission-driven and proven strategic leader to take the organization to its next level of success. The CEO is the face of the organization, with responsibility for MK's team, programs, expansion, revenue generation, and execution of mission. The CEO will work collaboratively with the board, the team, and the organization's partners to scale MK in numerous areas, including programming, development, branding, and marketing. The CEO will ensure that fiscal, operational, fundraising, marketing, technology, and programmatic strategies are effectively implemented and measured. With MK's rapid growth comes challenges. The CEO will work closely with the board to develop a strategic stance; to broaden fundraising and navigate/nurture complex partnerships; and to make MK's programming and development scalable and sustainable. MK's success has caught other organizations' attention, as well, and some are now emulating and competing against MK. The CEO will need to act to ensure the MK brand retains its leading edge.

#### **Key Executive Objectives & Responsibilities**

Leadership & Management:

- Provide inspirational leadership and direction and ensure continued organizational development and management.
- Ensure effective decision-making to achieve MK's long- and short-term goals and objectives.
- Ensure programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems.
- Maintain a strong and transparent working relationship with the board and ensure open communication about performance measured against milestones and goals.
- Create and maintain an effective relationship with the board, recognizing the reporting structure while also providing strong support for intentional board development to meet the growing needs of the organization.
- Ensure effective systems to track progress and evaluate program and product components; communicate successes effectively to board, funders, and other stakeholders.

#### Development:

- Use external presence and relationships to garner new funding and sponsorships.
- Strengthen relationship with partners and other stakeholders.
- Ensure the flow of funds permits MK to make progress towards achieving revenue goals, capacity development, and mission.
- Formulate and execute comprehensive marketing, branding, and development strategies.

#### Strengthening infrastructure and operations:

- Ensure delivery of high-quality products and services while managing for growth.
- Create and promote a positive, open, and full information-rich, growth-oriented, multi-cultural work environment.
- Strive for consistency in MK strategy, operational methods, and data-collection.
- Develop financial plans, monitor budget, and ensure sound financial controls are in place.
- Assist with further board development and expansion, including strategic recruiting of new members, diversifying board on all levels, and ensuring experience pool necessary to meet the developing needs of the organization.
- Implement key performance indicators to measure the business and report to the board and other key stakeholders.

#### Planning and new business:

- Work with board, team, and key partners to evolve national expansion and strategic plans.
- Build new partnerships.
- Establish rapport with funders, as well as political and community leaders.

### **Education & Experience Requirements**

- Undergraduate (bachelors) degree required. Advanced degree (ideally an MBA) preferred.

- At least 10 years of senior management experience, preferably in a growing organization with a budget of \$5 million or more.
- Experience in a geographically dispersed organization with a large (2,000+) volunteer base.
- Proven track record of leading and scaling an organization to its next stage of growth.
- Excellence in organizational management; able to coach, staff, manage, and develop high-performance teams.
- P&L experience with strong financial acumen. Full understanding of setting revenue goals, and managing a multi-million-dollar budget. Sponsorship experience very helpful.
- Past success working with a board; able to cultivate new and existing board members.
- Strong marketing, public relations, and fund-development experience; able to engage a wide range of stakeholders and sectors.
- Strong, persuasive, and passionate written and verbal communication skills.
- Excellent interpersonal and multidisciplinary project skills. Product development background very helpful.

### **Essential Personal Traits & Skills**

- Alignment with MK's mission, goals, and objectives.
- Integrity beyond reproach and commitment to transparency in dealings with stakeholders of all kinds. Moral standards appropriate for leading an organization devoted to children.
- Leadership presence that engenders confidence and produces desired results.
- Self-assuredness without ego; able to serve confidently as the "face" of MK.
- Unwavering commitment to quality, and data-driven evaluation and business intelligence.
- Action-oriented, entrepreneurial, adaptable, with innovative approach to business planning.
- Ability to work collaboratively with diverse groups of people.
- Passionate, positive, idealistic, mission-driven, and self-directed.

Send resume in confidence to [vanita@lehmanassociates.com](mailto:vanita@lehmanassociates.com) no later than June 1, 2017. Please **do not** contact the organization or board members directly.