

# MARATHON KIDS



## **Job Title: Marketing and Event Coordinator**

Reports To: Chief Marketing Officer, Marathon Kids and President, Austin Runners Club

Date of Hire: Immediate

Salary: \$34,000-\$37,500 FTE, Exempt

**Job Summary:** The Marketing and Event Coordinator role is a joint position, co-managed by Marathon Kids and Austin Runners Club (ARC). This unique role will support the marketing, communications, and event production efforts of both Austin-based nonprofit organizations.

From creating compelling social media and email content to managing local events and activations, this position will cultivate community support with the ultimate goal to increase brand equity and revenue for Marathon Kids and ARC.

Reporting to the Chief Marketing Officer of Marathon Kids and the President of ARC, the Marketing and Event Coordinator will split time between the two organizations to help meet marketing and fundraising goals for both.

## **Primary Responsibilities:**

- Coordinate event management and production of all ARC events, including but not limited to: Decker Challenge, Distance Challenge, Daisy 5K, and community runs.
- Develop and implement marketing and communication strategy for large and small-scale events hosted by ARC and/or Marathon Kids.
- Work with Marathon Kids staff, ARC board members, and partner representatives to design and produce digital, print, and social media promotional assets.
- Support organizational and event marketing efforts with thoughtfully crafted email communications.
- Support ARC's social media efforts.
- Design, integrate, and execute strategies intended to leverage public-facing events.
- Attend community events to promote Marathon Kids and ARC.
- Work cross-departmentally to effectively coordinate and leverage MarCom, Development, and Program efforts for both organizations.

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## **Knowledge and Skills:**

- Excellent communication skills, both oral and written
- Experience with email marketing
- Experience with social media management
- Experience designing, creating and deploying digital marketing content
- Experience with event planning and execution
- Knowledge of fundraising techniques and strategies, including crowdsourcing and cause marketing
- Experience creating strategies in both marketing and communications that directly link to revenue generation
- Experience with marketing campaign management

## **Values and Characteristics:**

- Driven, “quick study” with good judgment and ability to operate with confidence independently
- Highly opportunistic with a strong natural ability to see and leverage interdependent circumstances
- Highly organized and detail-oriented with the ability to coordinate and manage competing priorities
- Passionate about leading a healthy lifestyle
- Personable, adaptable, and comfortable in an ever-changing environment
- Ability to perform detailed administrative tasks while connecting tactical steps to the broader context
- Strong team-orientation

## **Qualifications:**

- 3-5 years of experience in developing and delivering multi-channel digital marketing and communication strategies
- 3-5 years of experience with event planning and management
- Experience with social media management
- Bachelor’s Degree or equivalent work experience
- Experience with nonprofit fundraising
- Experience working on multiple projects, timelines, and priorities at once
- Proficiency in Google Suite, InDesign, Photoshop, Salesforce, and Salesforce Marketing Cloud

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AUSTIN ★ RUNNERS  
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**Benefits:**

- Competitive medical coverage with optional dental and vision
- Generous PTO policies and sick leave
- Mission-oriented culture
- Laptop provided

All qualified applicants will receive consideration for employment without regard to race, color, sex, sexual orientation, gender identity, religion, national origin, disability, veteran status, age, marital status, pregnancy, genetic information, or other legally protected status.

**To apply, please send your cover letter and resume to Heidi Gollub at [heidi@marathonkids.org](mailto:heidi@marathonkids.org).**