



Title: Director of Community Engagement

Reports to: Chief Executive Officer

Start Date: May 1, 2024

Location: Austin, TX

ORGANIZATION OVERVIEW

The organization is founded on the principle that “Running Moves Lives” and is currently comprised of:

- 1) Marathon Kids, a national youth program teaching kids the power of running as a vehicle to a healthy lifestyle,
- 2) Austin Runners Club, Austin original run club which has evolved to elevate and amplify the diverse and prolific Austin running community and its leaders, and
- 3) A portfolio of three road races in Austin, TX: Zilker Relays, Daisy Dash and the Decker Challenge Half Marathon.

The purpose of the organization is to empower runners of all ages, backgrounds and abilities to lead lifetimes of wellbeing. Through running, we strive to show everyone they can achieve more than they ever thought possible.

POSITION DESCRIPTION

The *Director of Community Engagement* is responsible for driving engagement across the Austin running community on behalf of the organization. This person will be critical to establishing the bridge between the Austin running community and the work we do through Marathon Kids to empower youth nationwide through running. The ideal candidate will help execute our organization’s community engagement strategy centered around three pillars:

1. Adding value to the Austin running community by
 - a. creating engaging community events (in coordination with our Director of Races and Events)
 - b. Managing our membership benefits and programming; redefining improved member benefits and programming
 - c. Recruiting and retaining ARC members and educating them about the work we do with Marathon Kids
 - d. Managing our Austin Distance Challenge program
 - e. Managing our volunteer program - recruiting, staffing, communication
 - f. Leading our activations within other community events such as SXSW, The Running Event, others



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- g. Managing and responding to all general customer service inquiries to Austin Runners Club with professionalism and promptness
 - h. Managing our merch program - designing new ARC merch, creating a plan for sales and fulfillment
2. Amplifying the events and content created by the prolific network of run groups, partners and businesses within the Austin running community by:
 - a. Driving a compelling content strategy around sharing other entities' contributions to the running community
 - b. Attending other events as the face of Austin Runners Club; taking a leadership role as necessary
3. Managing our affiliated run groups and Run Advocates, our group of ambassadors representing the diverse collective of run groups and other select leaders in the running community
 - a. Redefining the affiliated run group model
 - b. Attracting new run groups to our network
 - c. Creating Run Advocates quarterly program and benefits; managing the quarterly meetings of this group of leaders

Additionally, the *Director of Community Engagement* will assist with the execution of race events, specifically supporting corporate partners outreach and volunteer recruiting

ADDITIONAL RESPONSIBILITIES:

- Within the ARC membership program, manage member communications, benefits administration, and database management; meet quarterly targets to grow the ARC member base
- Develop and execute all membership communications, including monthly newsletters, special promotions, social media and other event-based marketing; liaise directly with Austin area run groups to support membership and race goals
- Special projects as assigned by the *Chief Executive Officer*

QUALIFICATIONS

- A minimum of five years of experience in a membership services or community engagement role
- Direct experience managing activities related to in-person events, partnerships, and volunteer coordination
- Comfortable meeting new people and speaking in front of groups of people
- A passion for running and a strong desire to support the Austin running community
- A high achiever with the ability to seize opportunities and realize results
- The ability to work in a small team and also work autonomously
- The ability to plan, set goals and objectives, organize, and follow through
- Strong interpersonal and communication skills, encompassing internal team communication as well as external customer service communication

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- The position requires some travel and flexible hours, including some evenings and weekends

Studies have shown that women and people of color may be less likely to apply for jobs unless they meet every one of the qualifications listed. Please know that we are most interested in finding the best candidate for the job. At Marathon Kids/ARC, we're looking for people who are passionate about our mission, impact-driven, and have a growth mindset. If you're excited about this opportunity, we would encourage you to apply even if you don't meet every one of our qualifications listed above. Additionally, if you need reasonable accommodation at any point in the application or interview process, please let us know.

COMPENSATION

This is a full-time position with a salary range of \$60,000-\$65,000 and a generous benefits package including medical, dental, and vision insurance, an option for hybrid work, and more.

APPLICATION DETAILS

To apply, fill out [this form](#). Only complete submissions will be considered. Applications are reviewed on a rolling basis and candidates who are chosen to move forward in the process will be notified with a request for a 30-minute phone screen.