



Title: Senior Director of Development

Reports to: CEO

Start Date: February 2025

Location: Austin, TX (hybrid)

ORGANIZATION OVERVIEW

Marathon Kids, a national 501c3 founded in 1995 and headquartered in Austin, TX, impacts nearly 300,000 kids nationwide through its evidence-based physical activity programming. In 2022, Marathon Kids merged with Austin Runners Club (ARC) and evolved its mission to transform lives through running and build active communities for people of *all* ages, abilities, and backgrounds. Our youth program continues to be national in scope, and our Austin-focused adult programming including the beloved Zilker Relays drives hometown engagement and financial support of our work to inspire the next generation of runners nationwide.

POSITION DESCRIPTION

The Sr. Director of Development will spearhead new and established fundraising initiatives to support the organization's program expansion and financial sustainability. The ideal candidate is a strategic, "big-picture" thinker and a highly-organized self-starter tackling projects big and small.

This person will be a key player on this team during a time when we are establishing a new way of garnering support for our organization both locally and nationally. The successful candidate will build upon our proven track-record of securing major institutional funding and lead our development efforts to create compelling strategies and build relationships with individual donors, in addition to new foundation and corporate partners. With 30 years of history and impact, we have a unique opportunity to identify and tap into a long-dormant community of past participants who are prime targets for re-engagement and potential donor cultivation. We also have a robust community of local stakeholders as a result of our merger with ARC - mainly race participants, run clubs and runners in general, many of them new to Austin in recent years. We see a unique opportunity to educate and cultivate this community on the Marathon Kids' mission, identify mission-aligned individuals, and bring them along in the donor journey.

The role is based in our HQ in Austin, TX with flexibility for remote work. The ideal candidate is interested in working alongside team members from the office ~3+ days/week.

KEY OVERALL RESPONSIBILITIES

- Develop, execute, and evaluate the organization's fundraising strategy as it relates to individual donors, grants, peer-to-peer fundraising, and statewide partnerships; partner with the CEO in pursuit of national corporate partnerships as part of the overall strategy
- Monitor and evaluate the monthly, quarterly and annual development revenue and expense budget, establish metrics by which to evaluate fundraising programs, and

make appropriate adjustments to strategy and plans.

- Operationalize the development strategy including high-level project management and relationship building and creation of annual development plan, as well as donor solicitations, campaign creation and management, donor relations, and gift tracking within Salesforce
- Serve as the lead point of contact for the organization's fundraising committee comprised of board members and community volunteers including conducting and leading regularly scheduled meetings and recruiting new community members into the committee
- Collaborate with Marathon Kids' leadership to build a greater culture of philanthropy by coaching staff, volunteers, and other internal stakeholders to understand their role in development activities.

SPECIFIC FUNCTIONS

- *Advancement Messaging 30%*
 - Collaborate with CEO and key agency partner to re-define development messaging and communication hierarchy for the merged organization
 - Research, test, and publish development materials that will shape how we talk about the organization's work and garner financial support
 - Lead and manage all aspects of the organization's marketing and communications efforts, including developing and implementing comprehensive marketing strategies, overseeing branding and messaging, managing digital marketing campaigns, and ensuring consistent and effective communication with donors, volunteers, and the broader community
 - Develop and oversee the production of high-quality, engaging annual impact reports that effectively communicate the organization's achievements, impact, and financial performance to donors, funders, and the public
 - Coach Marathon Kids/ARC's staff, board and volunteers to clearly and consistently articulate the mission of our organization
- *Individual Donors and Peer-to-Peer Fundraising 30%*
 - Build a donor base leveraging unique, program-relevant tactics both locally and across the country. Examples might include run-club engagement or leveraging our portfolio of Austin races as pillars for peer-to-peer fundraising.
 - Build donor portfolios and implement a moves management program to a) increase annual contributions from individuals and b) create a recurring donor base that could potentially be a pool for a potential future capital campaign
 - Within the first year on the team, design and establish a major giving program, including giving parameters and stewardship
- *Grants 20%*
 - Establish and steward relationships with grant officers at private and corporate foundations to further expand grant funding opportunities
 - Identify, apply for, and win grants to fund our different programs and operations and grow the revenue stream from grants
- *Charity Race Program 20%*
 - Manage and grow the portfolio of races for which we have charity racing teams and the

- size of each team. Currently, we are a part of the 2025 TCS New York City Marathon Official Charity Program, with aspirations to participate in the charity programs of all domestic World Majors, and others.
- Foster and maintain relationships with the charity program directors at these races to consistently grow this important financial pillar year over year.
 - Supervise a part-time, contracted administrator of this program for day-to-day management of Team MK athletes across the country leading up to race days

QUALIFICATIONS

- A minimum of five years of experience in a non-profit development role
- A passion for physical activity and a strong desire to support the next generation of runners across the country
- Direct experience managing activities related to donor stewardship, grant-writing, fundraising, marketing, data management, campaign development.
- Proven track record of successful development efforts, ideally in the realm of individual giving and donor campaign management
- A high achiever with the ability to seize opportunities and realize results
- The ability to work collaboratively in a small team and also work autonomously
- The ability to plan, set goals and objectives, organize projects, and be willing to execute on the details
- Strong interpersonal and communication skills, encompassing internal team communication as well as external stakeholder communication
- The position requires some travel and flexible hours, including some evenings, weekends, and early mornings to support our team efforts around our Austin-area races, Zilker Relays, Daisy Dash and Decker Challenge

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 \$85,000 - \$95,000 and a 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. Candidates who are chosen to move forward in the process will be contacted by a representative from the organization within one week of application submission.