

Title: Community Engagement Manager

Reports to: Director of Races & Events

Start Date: July 2025

Location: Austin, TX (hybrid)

ORGANIZATION OVERVIEW

Marathon Kids, a national 501c3 founded in 1995 and headquartered in Austin, TX, impacts more than 430,000 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 **Community Engagement Manager** is the connector, strategist, and storyteller responsible for growing meaningful relationships within the Austin running community and beyond. This person builds bridges between our local efforts and national impact—connecting adult runners to the work we do with youth through Marathon Kids programming and fostering deeper partnerships through volunteerism, events, and collaboration.

This role sits at the intersection of community outreach, race support, member engagement, and philanthropic development. The ideal candidate thrives on relationship-building, excels in event environments, and understands how community can be a vehicle for purpose. The role is instrumental in leading membership acquisition, retention, and engagement efforts of the Austin Runners Club.

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

KEY OVERALL RESPONSIBILITIES

Community Engagement & Programming (40%)

- Develop and lead a comprehensive community engagement strategy anchored in connection, visibility, and value.
- Manage and oversee the ARC membership program, including:
 - Benefit design and delivery
 - Member recruitment and retention
 - Setting and meeting quarterly growth targets
 - Maintaining and optimizing the membership database
- Lead and evolve ARC member engagement through communications, events, and programming.
- Manage the Austin Distance Challenge program logistics and promotion.
- Represent ARC as a vendor at local races and expos, building brand awareness, promoting membership and events, and strengthening community relationships.
- Create and lead ARC activations at key community and partner events (e.g., SXSW, The Running Event), while also representing ARC at existing community gatherings.



- Recruit, onboard, and support affiliated run groups to grow ARC's footprint; build relationships with leaders and integrate them into broader ARC programming.
- Develop and manage the Run Advocates program, including perks, quarterly meetings, and opportunities for advocacy and leadership within the running community.
- Elevate the work of partner run groups, businesses, and leaders through a dynamic content and social media strategy.
- Serve as the primary customer service point of contact for ARC general inquiries.

Community Partnerships & Corporate Outreach (20%)

- Serve as a key liaison to local businesses and civic groups to foster community partnerships and expand our race presence.
- Support sponsor engagement and activation, particularly around youth and adult development initiatives, helping demonstrate the long-term impact of their contributions.
- Design and implement adult engagement strategies that introduce runners and community members to Marathon Kids' national mission.

Volunteer Program Development (10%)

- Build and manage a robust volunteer program, including:
 - Recruitment, onboarding, and communication
 - Deployment at road races, community events, and partner activations
 - Stewardship and recognition programs to keep volunteers engaged
- Lead volunteer operations for Zilker Relays, Daisy Dash, and Decker Challenge in collaboration with the Director of Races & Events.
- Create new pathways for adult runners to engage with and support Marathon Kids' youth programming through volunteerism and storytelling

Merchandise, Communications & Operations (10%)

- Support ARC's merchandise efforts by coordinating occasional product designs and managing limited-run orders for events or membership perks.
- Manage ARC's member communications strategy, including:
 - Monthly newsletters
 - Social media and promotional campaigns
 - Event marketing and outreach to local run groups
- Maintain membership engagement analytics and database integrity.
- Assist with special projects and additional assignments from the CEO.

Charity Race Program (10%)

- In collaboration with the Senior Director of Development this role will manage and grow the portfolio of races for which we have charity racing teams. 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.



- Oversee the recruitment, support, and communication with Team MK athletes across the country to enhance their success as champions, advocates, and fundraisers for the organization.

QUALIFICATIONS

- Minimum of 5 years of experience in community engagement, member services, or a related outreach-focused role
- A passion for physical running and a strong desire to support the adult running community and the next generation of runners across the country
- 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 candidates must be comfortable with flexible hours, including some evenings, weekends, and early mornings to support adult running community events and our team efforts around our Austin-area races, Zilker Relays, Daisy Dash and Decker Challenge
- Proven track record of volunteer coordination and event support
- Strategic thinker with strong operational follow-through
- Local Austin knowledge and presence strongly preferred

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 \$55,000 - \$62,000 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 notified by our third-party consultant managing this hiring process.