

MARATHON KIDS

AUSTIN *Runners* CLUB

Job Title: Program and Product Specialist
Reports to: Senior Director Customer Experience
Location: Austin, TX (Hybrid)
Status: Full-Time

Overview

Marathon Kids is looking for a mission-driven, people-first **Program and Product Specialist** to support our users, champion the organization's youth programs, and help optimize how we serve thousands nationwide youth programs. You'll be the front line of communication for schools and clubs, providing onboarding, training, and customer support. You'll also help us improve and optimize our AI support tool, Fin AI, and support Marathon Kids at events.

This role is perfect for someone who enjoys helping people succeed, thrives on process improvement, and wants to make a real difference in youth health and physical activity.

Key Responsibilities

Customer and Product Support (60%)

- Serve as the first point of support contact for program users via Intercom chat, email, and phone
- Answer program-specific questions and ensure a positive experience throughout the youth programs
- Provide high-quality, timely support using our AI agent (Fin AI), where applicable
- Lead virtual onboarding sessions for new users and schools
- Guide users through club setup and how to use the tracking platform and program
- Assist in monitoring AI performance and contribute ideas to improve support automation
- Become immersed and full education on the Marathon Kids Connect digital platform
- Collaborate with the Senior Director to improve Intercom Help Center resources and promote user self-service
- Support efforts to reduce response times and increase user satisfaction
- Assist in tracking customer support and engagement metrics to support team-wide reporting and decision-making
- Tag and categorize support conversations to support data analysis and product feedback

- Proactively identify themes and opportunities to improve the onboarding and ongoing experience for users
- Help identify and report product bugs or usability issues from support conversations
- Participate in light testing of new features and provide feedback from a user and support lens
- Participate in internal discussions about product or feature improvements based on support trends

Program & Outreach Support (40%)

- Support seasonal communication plans to keep users informed and motivated
- Surface user feedback to inform program and product improvements
- Collect and organize user data and feedback
- Assist with the management of program logistics for the youth programs
- Support training webinars and virtual office hours
- Assist in coordinating and planning program events
- Support fulfillment and logistics for program activations or shipments
- Represent Marathon Kids at conferences, races, site visits, school events, sports bra experiences, etc
- Support regional and national outreach and visibility efforts

Qualifications

- 2+ years of experience in customer support, youth programs, or onboarding/training roles
- Excellent written and verbal communication skills
- Excited to learn and apply new technology and AI tools.
- Fast learner who asks questions to grow and improve.
- Comfort hosting webinars or virtual meetings with small to medium groups
- Self-starter with strong time management and problem-solving skills
- Passion for helping others and improving systems
- Comfort with potential travel
- Preferred: experience working in education, public health, or physical activity programs
- Preferred: experience with the Marathon Kids program
- Bonus: Spanish proficiency
- Bonus: experience with support tools like Intercom, Zendesk, or Salesforce

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 contacted by a representative from the organization within one week of application submission.