

Marketing Coordinator Position with Run Calgary

Work in the exciting events industry for the premier road racing organization in Alberta. Gain valuable event management experience in a growing organization. Help plan and execute Run Calgary's races including the Servus Calgary Marathon Race Weekend, Sport Chek Mothers Day Run Walk Wheel, and the virtual FlapJack 15 race

- **Start Date:** April 25, 2023
- **End Date:** July 31, 2023
- 30 hr/week
- Applicants with passion and enthusiasm for running prioritized but not a prerequisite
- Valid Class 5 Drivers License required and preferably own vehicle
- Position is in Calgary and requires event related travel and weekend commitments.

COMPENSATION: \$22/ hr

ORGANIZATION: Run Calgary

POSITION: Marketing Coordinator position is a short term contract (April 25 - July 31) that reports to the Marketing Manager. Successful candidates are expected to work an average of 30 hours/week through a combination of office, remote, and on-site for events. Some weekend and evening hours will be required.

HOURS OF WORK: If evening/weekend hours are worked, weekday hours before or after events will be adjusted to ensure total hours per week remains at 30hr/week

DESCRIPTION: Run Calgary, producer of the Servus Calgary Marathon and running leader in the Alberta market, is currently seeking a candidate with strong organizational, communication, and administrative skills to assist with the marketing and promotion of upcoming races, while providing support and reporting in to the Marketing Manager. This is a hands-on position that requires strong organizing skills, problem solving skills, and the ability to collaborate with many stakeholders. Skills that will be learned include: social media, customer service, event planning, community outreach, and communication. See detailed list of duties and responsibilities below.

REQUIREMENTS AND SKILLS: Applicants should have a general understanding of the running/athletics industry and the ability to adapt to a dynamic and exciting work environment centered around event management. Pursuing or completion of a related degree in Marketing, Multimedia, Business, Tourism and Sport, Events or related field is an asset. Proficient in Microsoft Office, Graphic Design software, and social media platforms (primarily Instagram and Facebook) required. A flexible team player that works well under pressure is critical to success in the Run Calgary office. The Marketing Coordinator will work with the Marketing Manager, Operations Manager and Director of Runner Experience. A positive outlook and a lifelong learner required for stakeholder management.

Preferred 2 years of relevant experience.

Interested candidates should submit email and cover letter to:

marketing@calgarymarathon.com

Application Deadline: Sunday March 26th at 11:59PM

Schedule A: Duties and Responsibilities

Marketing Coordinator:

- Deliver timely and professional responses to communications to/from stakeholders, vendors and community groups.
- Assist with content creation and development of fun and innovative social media campaigns to promote Servus Calgary Marathon race weekend
- Ongoing customer service and support via responding to participant inquiries on social media
- Assist with the development, distribution, and summary/analysis of post-event Participant Survey for Servus Calgary Marathon
- Assist with community outreach efforts to increase registrations (may include community events, flyer distribution, email communications etc.)
- Assist with race day marketing efforts at 2023 Sport Chek Mother's Day Run, Walk and Wheel (Sunday May 14, 2023) - may include social media, customer service, post-race festival set-up, liaising with vendors
- Contribute to social media content planning and strategy for race weekend
- Support with planning, set-up, and execution of Runner's Expo at the Calgary Marathon (Thursday May 25, 2023 - Saturday May 27, 2023)
- Assist with race day marketing efforts at 2023 Servus Calgary Marathon (Sunday May 28, 2023) - may include social media, customer service, post-race festival set-up, liaising with vendors
- Assist with marketing and promotion of Flapjack 15 Virtual Run (July 7-16).
- Post-event analysis and content analytics review for all races
- Assist the Run Calgary team with other ad hoc tasks related to planning, coordination and execution of race events