

MARATHON KIDS

Community Development Manager, Marathon Kids at Home

Reports to: Chief Operation Officer

Start Date: Immediate

Location: Austin, TX

OVERVIEW: The Community Development Manager, Marathon Kids at Home (MK at Home), will serve as the developer and main business generator for MK at Home, a direct-to-consumer product that challenges families to run/walk 104.8 miles and earn rewards along the way. The position is geared toward product sales and requires a drive to identify key prospects, forge new relationships and ultimately bring new MK at Home business to the organization. This position will work closely with all other internal departments, as well as external constituents, prospects, vendors, sponsors and partners. The Community Development Manager, MK at Home, **will travel approximately 60% of the time.**

DUTIES INCLUDE owning the following areas of MK at Home:

- Lead the effort to improve and continuously evolve a highly competitive, effective and sought after direct-to-consumer product;
- Locate and propose potential At Home consumers by discovering and exploring new opportunities;
- Develop and implement tactics to convert a predetermined number of paying At Home customers each fiscal year;
- Provide customer service and relationship management through all aspects of the At Home consumer pipeline;
- Report, as requested, to internal and external stakeholders;
- Work with the internal program team to ensure programmatic quality assurance, including the adoption and use of resources, materials and best practices for MK at Home constituents;
- Promote other Marathon Kids' programs to constituents, when appropriate;
- Manage assigned budget;
- Represent the Marathon Kids team at conferences, presentations and meetings, when necessary.

OUTCOMES: The Community Development Manager, MK at Home, will be responsible for achieving the following organizational outcomes, including the development and implementations of tactics used to achieve these outcomes. Specific numbers and goals will be decided at the beginning of each fiscal year.

- Convert a predetermined number of paying MK at Home customers.

VALUES AND CHARACTERISTICS

- Passionate about personally pursuing a healthy lifestyle
- Entrepreneurial minded
- Self-motivated

- Enthusiastic and motivated to share opportunities with strangers
- Comfortable learning new technology systems
- Comfortable trying and failing
- Enjoys being creative

OTHER

- Candidate must have a Bachelor's Degree
- Sales experience a plus
- Ability to work pre-dawn and late night hours, as well as several Saturdays a year, in various weather conditions

APPLY

To apply, please send your resume and cover letter to Erica Gordon at erica@marathonkids.org.