



**Position:** Community Engagement Manager

**Reports To:** Chief Development Officer

**Start Date:** Immediately

**Location:** Austin, TX

**Marathon Kids** is an evidence-based nonprofit with a mission to get kids moving. Through running, we show kids they can achieve more than they ever thought possible and put them on the path to healthier lives. By partnering with schools, community organizations, and families to start run clubs around the country, Marathon Kids sets the course for long-term behavior adoption through effective, customizable, and fun programming. Children participating in Marathon Kids run clubs work at their own pace to run, or walk, the equivalent mileage of up to four marathons over the course of several months. Dedicated coaches celebrate each marathon milestone as kids unlock their potential, one mile at a time.

The **Community Engagement Manager** will drive all aspects of Marathon Kids annual giving programs, including: online appeals, social media fundraising, special events, DIY/third party, Team Marathon Kids (endurance program), and donor cultivation and stewardship. Reporting directly to the Chief Development Officer, the Community Engagement Manager will play a critical role on the development team to meet organizational revenue targets.

**Primary Duties Include (but are not limited to):**

- Peer to Peer Fundraising
  - Provide strategy and management for Team Marathon Kids, the endurance program for the organization
  - Oversee the third party fundraising platform (currently Crowdrise) and make necessary updates and edits
  - Recruit, cultivate and support all third party and endurance fundraising participants
  - Coordinate staff attendance and participation in peer to peer fundraising activities
- Annual Giving
  - Lead in the creation, development and implementation of annual giving outreach strategy and marketing materials, including regular emails to donors
  - Ensure all mailings, emails and other communications remain on schedule
  - Supervise the Annual Giving budget
- General Development Operations
  - Ensure timely and appropriate recognition of all gifts made
  - Support the Chief Development Officer in other fundraising efforts, as needed
  - Corporate Partners: Work closely with the Manager of Partnership Integration to develop strategies that leverage high-profile promotional events alongside corporate partners to increase individual donors
  - Manage digital communication pathways and donor communication content in Journey Builder and Salesforce Marketing Cloud

- Serve as liaison with vendors and internal stakeholders to produce donor-centric creative elements
- Work to ensure that branding and messaging is consistent across materials used for recruitment, marketing, training and fundraising
- Actively partner with program, technology and communications teams on strategy, execution and analysis of projects
- Provide monthly reporting and analysis of individual donor response to Chief Development Officer
- Record calls, emails, and other outreach efforts in Salesforce
- Attend staff meetings and other relevant internal meetings

### **Knowledge & Skills**

- Knowledge of fundraising fundamentals, i.e. prospect identification/evaluation, cultivation, solicitation and stewardship
- Practical knowledge of annual giving and peer to peer fundraising operations and understanding of what is required to expand donor and prospect participation
- Ability to think critically, strategically and creatively about the tasks and progress of the annual fund
- Skilled in diplomacy, tact, maturity, discretion and the ability to maintain confidentiality
- Excellent face-to-face, telephone and email communications skills

### **Values & Characteristics:**

- Embodies Marathon Kids core values: community, dedication, empowering, agile and inclusive
- Must be able to take initiative, be a self-starter and be able to work independently
- Ability to maintain professionalism, be flexible and able to handle multiple tasks
- Ability to effectively communicate the mission, values and vision of Marathon Kids
- Passionate about leading a healthy lifestyle
- Personable, adaptable and comfortable in an ever-changing environment
- Ability to perform detailed administrative tasks while connecting tactical steps to the broader context
- Exceptional written and communication skills
- Strong team-orientation

### **Qualifications:**

- Minimum of five years relevant industry experience
- Bachelor's Degree
- Strong project management skills involving simultaneous, multiple work streams

- Experience in providing reports on performance metrics
- Experience building out and creating documentation of new process and procedures
- Proficiency with Microsoft Office, Google Drive/Docs, Crowdrise (a plus) and Salesforce

Please email your resume and cover letter to [jobs@marathonkids.org](mailto:jobs@marathonkids.org). Your cover letter should address your development, fundraising, peer to peer, or annual campaign experience as well as other factors that make you an excellent candidate for this role. We look forward to learning more about you and your passion for our mission!