

# MARATHON KIDS

**Position:** Community Development 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 Development Manager** supports all aspects of Marathon Kids fundraising programs, including online appeals, special events, DIY/third party, Team Marathon Kids (run club/endurance program), donor cultivation and stewardship, and corporate partnership outreach. Reporting directly to the Chief Development Officer, the Community Development Manager will play a critical role in the development team to meet organizational revenue targets focusing primarily on events, annual fund campaigns, and corporate outreach.

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

- Peer to Peer Fundraising
  - Partner with Cap10K to develop an event plan with MK as the beneficiary
  - Provide event production and fundraising support for Team MK events including Austin Marathon, and Cap10K (i.e. team pasta dinners, celebration events)
  - Work on the new pilot program: Level Up to be launched as an in-school fundraising opportunity Fall 2021
  - MK Virtual Event Series management
  - Event management and production of Marathon Kids signature events (i.e. TAG! Level Up fall 2022)
- Corporate Partnerships
  - Work closely with the CDO to develop strategies that leverage high-profile promotional events alongside corporate partners to increase individual donors
  - Manage the sales process from prospecting to closing on sponsorship opportunities
  - Responsible for Maintaining strong partner relationships through stewardship and cultivation
  - Activate and fulfill sponsorship benefits through programs, digital, and events

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- General Development Operations
  - Support outreach and donation cultivation and stewardship as needed
  - Ensure timely and appropriate recognition of all gifts made
  - Serve as liaison with vendors and internal stakeholders
  - 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, as needed
  - Participate in weekly Development Team meetings to provide reporting and analysis of fundraising efforts
  - Record calls, emails, and other outreach efforts in Salesforce, Asana and other applications as needed.
  - Attend staff meetings and other relevant internal meetings
  - Support the Chief Development Officer in other fundraising efforts, as needed

## **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
- Participant recruitment and event promotion on social media
- Donor acquisition
- Relationship management, donor cultivation, and stewardship

## **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

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- 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 of 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
- Experience with peer to peer events a plus
- Experience with virtual event production a plus

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!