



CREATIVE COORDINATOR

Grandma's Marathon-Duluth, Inc.

To apply for this position, please send a resume and letter of interest via email to grandmas@grandmasmarathon.com. For other questions or inquiries, please call our office at (218) 727-0947.

SUMMARY

Nationally recognized, Grandma's Marathon is seeking a Creative Coordinator to join our dynamic team in Duluth, MN. Our staff is a team of leaders that creates an environment for our participants to reach ambitious, often lifelong goals. We take pride in our reputation as a world class event with small town charm. Our events grew by word of mouth, and we believe that stems from the activation and support of our community. Therefore, strong relationships, smart decisions, and quality work take the lead with everything we do. The Creative Coordinator plays a key role in supporting the work of the entire organization by assisting in how these efforts are communicated to the public.

PURPOSE: To assist in the promotion, communication, and design efforts of Grandma's Marathon and the Young Athletes Foundation. Furthermore, to provide staff support in the daily operations of the organization, its events, and activities.

PRIMARY MARKETING DUTIES

- Work closely with the Marketing & Public Relations Director to understand, follow, and potentially expand on all media and marketing strategies as they pertain to Grandma's Marathon and the Young Athletes Foundation.
- Create social media content across various platforms for Grandma's Marathon and the Young Athletes Foundation, including managing interns, seasonal staff, and volunteers on event days.
- Create professional Proof of Performance reports for key sponsors, using pictures, examples, and statistics of deliverable material from Grandma's Marathon and the Young Athletes Foundation.
- Recruit and manage one or more seasonal interns, who will typically work several months in the spring-summer during the buildup to Grandma's Marathon weekend.
- Special event planning, including but not limited to training seminars in the spring and award presentations on Grandma's Marathon race weekend.



- Assist in creating written, verbal, and multimedia communication for Grandma's Marathon and the Young Athletes Foundation.
- Assist in creating, managing, and budgeting marketing campaigns for Grandma's Marathon and Young Athletes Foundation events and activities.
- Assist in coordinating media coverage of Grandma's Marathon and the Young Athletes Foundation, including researching, writing, and preparing content for media releases, media guides, media conferences, and media protocol.

PRIMARY CREATIVE DESIGN DUTIES

- Work closely with the Creative Director to understand, follow, and potentially expand on branding and creative design strategies as they pertain to Grandma's Marathon and the Young Athletes Foundation.
- Create and design regular social media content, including but not limited to daily posts, stories, and paid advertising.
- Design race products for Grandma's Marathon and Young Athletes Foundation events, including but not limited to signage, banners, race bibs, etc.
- Collect and manage all event and race day photos, including recruiting and communicating with professional photographers.
- Assist in creating advertising campaigns for all Grandma's Marathon and Young Athletes Foundation events and activities.
- Assist in designing merchandise for Grandma's Marathon and Young Athletes Foundation events and activities, including but not limited to participant, volunteer, training, and promotional apparel.
- Assist in design and production of organizational publications, including but not limited to the Grandma's Marathon Weekend Guide & Media Guide.

OFFICE SUPPORT

- Serve as additional support staff in the office, as needed. Duties can include answering phones and emails, pickups and deliveries, cleaning and organization, and other miscellaneous tasks and errands.



ADDITIONAL DUTIES

- Assist in the planning, production, and execution of all Grandma's Marathon and Young Athletes Foundation (YAF) events and activities, including but not limited to Grandma's Marathon, the Garry Bjorklund Half Marathon, William A. Irvin 5K, Whipper Snapper Races, Saint Fennessy 4K, Fitger's 5K, Park Point 5-Miler & 2-Mile Walk, Minnesota Mile, Superior Nightmare 5K, Fit-n-Fun Run, and the Wednesday Night and Saturday Morning at the Races series.
- Travel as needed to other races for staffing expo booths, networking with other race professionals, and attending industry conferences, etc.
- Perform any other necessary duties for the operation of Grandma's Marathon and Young Athletes Foundation, as directed by the Executive Director.

REQUIRED ABILITIES, SKILLS, & LICENSES

- Flexibility to work evenings and weekends, as required by event schedule
- Ability to work physically for multiple hours, including sitting, walking, standing, bending, squatting, climbing stairs, kneeling, twisting, lifting, grasping, etc.
- Ability to occasionally lift up to 50 pounds
- Valid driver's license
- Proficient in Microsoft Office programs and Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, etc.)

Applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

In accordance with the Americans with Disabilities Act (ADA), this role requires the stated physical duties. Should accommodation be requested, Grandma's Marathon will evaluate the request and provide reasonable accommodation under accordance of the ADA.

PREFERRED ABILITIES, SKILLS, & LICENSES

- Excellent communication and presentation skills
- 1-2 years of related work experience in running/endurance events, special events, or other related industries



- Still photography and/or videography skills, including camera work as well as editing and post-production work

COMPENSATION & BENEFITS

- This position is a nonexempt, full-time, hourly position (40 hours/week), and includes a competitive benefits package. Pay range is \$22 to \$25/hour and is commensurate with experience.

As CREATIVE COORDINATOR, you will be a:

- **Visionary Communicator.** Events are made up of hundreds of details, strung together to create an amazing experience. It takes the talents and expertise of other directors, volunteers, sponsors, and vendors to create these experiences, and you see the big picture and know what it takes to make it all come together. Relationships are the key to getting it done, so comfortable connections, professionalism and warmth are a natural part of your communication style.
- **Creative Problem Solver.** Events rarely go exactly as planned and our team is always ready to get logistics back on track when they start to go sideways. You have a natural curiosity about how things work, which leads you to want to prevent issues before they even arise. You understand the difference between fires and infernos and react accordingly. You collaborate with others to help make the best decisions in the moment and know how to adjust when things don't quite work out.
- **Focused Executor.** Creating extraordinary experiences doesn't just happen, it takes hard work and dedication to your craft. Everything you do affects our organization, so attention to detail is non-negotiable. Your work can be fast-paced and there are times when you might feel like you're in the trenches, but that's where the magic is at. With prioritization and teamwork, you focus on getting things done quickly and flawlessly. Of course, you're not perfect, so when mistakes are made, you step up, take responsibility and issue meaningful apologies when you're wrong.
- **Servant Leader.** In our business, everything we do is grounded in serving other team members, our volunteers, sponsors, vendors, and our community. Your support of the organization is critical to our success and your drive to help is unmatched. If you see a co-worker in need, you are the first to lend a hand. You set others up for success and have fun doing it.



As your EMPLOYER, Grandma s Marathon will:

- **Listen to you.** We need your thoughts, ideas, and passion to help make this the best team in our industry. You talk, we ll listen.
- **Treat you like an adult.** We will trust you to get the work done in a way that makes sense for you. We measure output and impact. And you ll be surrounded by people equally committed to the mission of the organization and to our events.
- **Challenge you.** We promise you'll be busy, and there will be stress - but you ll also receive great reward for creating experiences that have such a profound impact on other people and our community.
- **Commit to your wellness.** We remain open and accessible, providing a safe, positive, and welcoming environment for your health and success.