



MARKETING DIRECTOR

Grandma's Marathon-Duluth, Inc.

SUMMARY

Nationally recognized, Grandma's Marathon is seeking a Marketing Director 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 Marketing Director plays a key role in supporting the work of the entire organization by supervising all the marketing aspects of Grandma's Marathon-Duluth, Inc.

PURPOSE: To provide a marketing plan and direct support for the Executive Director and Board of Directors for all marketing operations of Grandma's Marathon-Duluth, Inc. Furthermore, to provide staff support in the daily operations of the organization, its events, and activities.

MARKETING FUNCTIONS

- Develop and execute marketing campaigns, support and budget for all Grandma's Marathon (GM) and Young Athletes Foundation (YAF) events, including paid and trade advertising, banners, and online community calendars.
- Track metrics and help with proof of performance reports.
- Assist in creation of marketing materials as needed, including video and graphics.
- Direct outreach as needed for events and volunteer opportunities.
- Assist Program & Registration Director in promotion of GM and YAF programs.
- Update and maintain GM/YAF web site throughout the year of events.

SOCIAL MEDIA

- Day to day operation of GM and YAF social media channels (Facebook, Instagram, TikTok, YouTube).
- Manage inboxes and respond to messages throughout the year; help moderate online groups and work with Grambassadors to promote brand and events.
- Create event pages for GM and YAF events.
- Develop a plan for, and hire/supervise interns for race weekend social media coverage of GM and YAF events.

APPAREL & ONLINE STORE

- Planning and procurement of apparel options for all GM and YAF events.
- Establish vendor relationships with suppliers, distributors and printers to streamline apparel orders and delivery.



- Planning and procurement of any apparel award items for GM and YAF events.
- Online store item planning and procurement.
- Maintain online store inventory
- Work with Office Director on store order fulfillment.

GRANDMA'S MARATHON WEEKEND

- Plan content for GM Weekend Guide.
- Line up photographers and videographers for GM week in coordination with Creative Director.
- Organize and set up guest speaker presentations at the DECC during the expo.
- Manage interns/seasonal staff; assist with articles for blogs, news stories, publications.
- Lead vehicles; Work with Toyota dealerships on logistics, wrapped vehicles and displays.
- Organize shoutout videos and promotion with Mtec Timing.
- Work with Mtec on mobile GM app for runner tracking.
- Coordinate with marketing related vendors for GM production: MarathonFoto, Fire Up Video, Miller Hill Mall, Sound Central, Advanced Awning (street banners), Sounds Unlimited, Mtec, and more.

ADDITIONAL DUTIES

- Media spokesperson at events like Wed. Night at the Races, Sat. Morning at the Races, Gearing Up for Grandma's, and others.
- 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

- Ability to work on feet for multiple hours, be able to lift a minimum of 20 pounds and occasionally up to 50 pounds.
- Physical requirements include sitting, walking, standing, bending, squatting, climbing stairs, kneeling, twisting, lifting, grasping, etc.
- Ability to manage the fast-paced event industry and tolerate last-minute change.
- Flexibility to work evenings and weekends, particularly around Grandma's Marathon events.
- Proficiency in Microsoft office or similar suite and social media apps is required.

PREFERRED ABILITIES, SKILLS, & LICENSES

- Knowledge in Adobe creative suite, Canva, or other creative/marketing tools.
- Experience working with non-profit organizations.



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.

COMPENSATION AND BENEFITS

- This position is an exempt, full-time, salaried position, and includes a competitive benefits package. Salary range is \$64,000 to \$78,000/year and is commensurate with experience.

As MARKETING DIRECTOR, 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 in visual communication. 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 stakeholders 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.