



POSITION/TITLE: Activations and Outreach Coordinator
STATUS: Full Time
SUPERVISOR: Director of Marketing & Business Development
DEPARTMENT: Marketing & Communications

OVERVIEW

The role is responsible for collaborating and planning up to 20 promotional events to strengthen the Track Shack (TS) brand, enhance the runner/walker experience and develop relationships with groups.

JOB DESCRIPTION

Special Events

- Fulfillment of ancillary events, including: Ladies Night, Team Captain Party, Bra Fitting Night, Team Captain's Award Reception, Global Running Day, Yoga for Runners, Lady Track Shack Week, Ask the Expert.

Activations and Promotions

- Work directly with Sponsorship Director to implement promotions benefiting sponsors (i.e. Workplace Wellness Award, VIP areas, Food Drive, CEO letters).
- Oversee promotions that drive registrations. Team Challenges (Watermelon, Lake Nona, UCF Student Challenge).
- Onsite race activations that directly benefit the participants and partners (i.e. training guide promotions, giveaways/ contests).
- Recruit and coordinate in-kind race partnerships such as CLIF, Kelly's Ice Cream, ect.
- Create sponsor announcements, e-race ads and site maps for each event.
- Coordinate, staff and attend expos/trade shows promoting TS events and especially OUC Orlando Half Marathon.

Social Media

- Develop promotions for social media (copy, look, schedule and post).
- Develop and post contests and outreach (YELP, StuffToDoInOrlando giveaways).

Outreach

- Coordinate Track Shack store presence at events, XC/track meets and Track Shack Event races to ensure brand and sales opportunities are maximized through a strategic planning process (use of Square, print collateral, texting and interactive activation).
- Communication and engagement to runner's clubs in Central Florida
- Oversee ambassador and Team Track Shack program through outreach events around Central Florida.

TRACK SHACK EVENTS

1013 Montana Street | Orlando, FL 32803 | 407.896.1160 | TrackShack.com



Other

- Oversee store monthly calendar.
- Coordinate signage needs.
- Order promotional products such as bags, stickers, shirts, ect.

PREFERRED SKILLS

- Experience organizing public and social events with clients and customers
- 2-3 years of experience in event marketing / promotions
- Ability to create, coordinate, design and implement promotions
- Photography, graphic design and video skills a plus
- Experience in social media marketing through Facebook, LinkedIn, Instagram and Twitter.
- Strong computer skills in Microsoft Word, Excel, PowerPoint, graphic programs
- Excellent verbal and listening skills; oral and written presentations
- Strong ability to work as part of a team, demonstrate problem solve independently
- Dynamic self-starter who can operate in a fast paced environment
- Creative, highly organized and can handle many tasks at once

BENEFITS

- Salary commensurate with experience
- Health Insurance after 3 months probationary period
- 501K Match after 1 year
- Discounts on running apparel
- Complimentary event entries

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