



**POSITION/TITLE:** Activations & Promotions Coordinator  
**STATUS:** Full Time  
**DEPARTMENT:** Marketing and Sponsorship

### **TRACK SHACK EVENTS OVERVIEW**

We are in the business of helping individuals reach their health and wellness goals through participation in running and walking events. Track Shack Events is a locally owned, event marketing company that produces 16 unique road races throughout Central Florida. It is the sister company to Track Shack, a specialty running retailer.

### **JOB DESCRIPTION**

The Activations & Promotions Coordinator is responsible for creating activations for partners/sponsors along with collaborating and planning promotional events to strengthen the Track Shack brand, enhance the runner/walker experience, and develop relationships with community groups. This role will provide dual support to the Sponsorship (activations) and Marketing (promotions) teams.

#### **Activations & Promotions**

- Work with Sponsorship Manager to create and implement activations benefiting partners/sponsors.
- Administer, document, and fulfill activation plans for lifecycle of sponsorship agreements.
- Work with Marketing Manager to coordinate timeline for graphics and media needs to execute activation and promotion plans.
- Create and oversee marketing promotions that drive registration for future events.
- Create and oversee onsite race activations that directly benefit the participants and partner/sponsor. (I.e. giveaways/ contests).
- Assist with race day photo ops set up, signage placement etc. at events.
- Recruit and coordinate in-kind partnerships such as coffee, ice cream, etc.
- Create race day load list for marketing and sponsorship teams, sponsor e-race ads, and site maps for each event.
- Coordinate, staff and attend expos/trade shows promoting Track Shack events, Orlando Half Marathon and Track Shack Training Programs.
- Coordinate and promote Team Challenges (Watermelon 5k, Run Nona, U Can Finish).
- Meet and greet with AdventHealth professionals for our Ask the Expert pre-race events.

#### **Outreach**

- Coordinate with Track Shack Retail team on store presence at community events, XC/track meets and Track Shack Event races to ensure brand and sales opportunities are maximized through strategic planning (use of Square, print collateral, text promotions, and interactive activations).

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- Communicate and engage with various running clubs in Central Florida.
- Oversee Ambassador and Team Track Shack programs in collaboration with Track Shack Retail management.
- Oversee and document Ambassador and Team Track Shack's promotion of Track Shack at various outreach events around Central Florida.

### **Special Event Planning**

The Activations & Promotions Coordinator is integral to the planning and execution of ancillary events in cooperation with the Sponsorship Manager and Event Management Team. Tasks may include acquiring food & beverage, requesting participant gifts from vendors, selecting décor, along with venue layout and run of show timeline creation.

- Current ancillary events include Corporate 5k Team Captains Party, Track Shack Running Series and Corporate 5k Award Receptions, Global Running Day, Lady Track Shack Week, Lady Track Shack 5k Pink it Up VIP Experience and Online Auction, and Track Shack Training Program Partyfest.

### **QUALIFICATIONS AND SKILLS**

- Experience organizing public and social events with clients and customers.
- Minimum two years of experience in sponsorship and/or marketing promotions.
- Ability to create, coordinate, design and implement activations and promotions.
- Proficiency in Microsoft Office including Word, Excel, PowerPoint, and graphic programs.
- Photography, graphic design, and video skills a plus.
- Excellent verbal and listening skills; oral and written presentations.
- Outgoing personality with a passion to educate the community.
- Strong ability to work as part of a team and problem solve independently.
- Dynamic self-starter who can operate in a fast-paced environment.
- Highly organized and can handle many tasks at once.

### **BENEFITS**

- Salary commensurate with experience.
- Health Insurance after three months probationary period.
- Retirement plan- 3% match after one year.
- Discounts on running apparel.
- Complimentary event entries.

Please provide a resume, cover letter and references to [office@trackshack.com](mailto:office@trackshack.com).

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