



POSITION/TITLE: Marketing & Outreach Coordinator
STATUS: Full Time
DEPARTMENT: Marketing

TRACK SHACK EVENTS

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

Join Our Team as a Marketing & Outreach Coordinator!

In this role, you'll develop and execute marketing promotions, coordinate outreach efforts at races and community events, and manage ambassador relationships—all while sharing the Track Shack experience with runners across Central Florida. If you're organized, outgoing, and love blending digital marketing with in-person engagement, we'd love to hear from you!

RESPONSIBILITIES

Community Outreach & Engagement

- Oversee the ambassador and Team Track Shack programs.
- Represent Track Shack at run clubs, health fairs and expos to build relationships and brand awareness (Minimum of 1 a month).
- Communicate with and engage local running clubs across Central Florida to foster relationships and grow the Track Shack community.
- Maintain and grow relationships with corporate wellness programs to encourage employee participation in races.
- Organize and promote contests and giveaways through platforms like Yelp, StuffToDoInOrlando, Fun4Orlando, Orlando Weekly, and other local channels.
- Track and maintain inventory of promotional materials.

Event Support & On-Site Engagement

- Develop and execute race day engagement strategies, such as photo ops, giveaways, prize wheels, or VIP perks.
- Organize and promote event contests and team challenges.
- Support in-store events (demo runs, shoe fittings, training sessions).
- Help set up and break down outreach areas; ensure materials are organized and on-brand.
- Engage with attendees and represent the Track Shack brand professionally.

Marketing & Promotions

- Create and execute seasonal and event-based promotions (Back to School, Marathon Season, etc.).
- Track and analyze promotion performance, including discount codes and engagement metrics.
- Research new opportunities for brand awareness and community engagement.
- Capture photos, videos, and content ideas from outreach and events for social media use.
- Collaborate with the social media team to align messaging and timing of posts with outreach and promotions.
- Monitor local trends and community content that could inspire engagement or partnerships.
- Maintain and update the store's monthly calendar of outreach activities and events.
- Assist with drafting and scheduling email campaigns using provided templates.
- Compile reports (email open rates, social engagement, etc.) to measure impact and share with marketing team.
- Proofread outbound communications to ensure accuracy and consistency.



QUALIFICATIONS AND SKILLS

- Bachelor's degree in Marketing, Communications, Event Management, or a related field.
- 1–2 years of experience in marketing, events, communications, or a related field.
- Strong interpersonal and written communication skills.
- Proficiency in Microsoft Office (PowerPoint, Excel, Word); experience with design software (Canva, Adobe Suite) is a plus.
- Must be able to lift up to 25 pounds.
- Positive attitude and a passion for providing excellent customer service.
- Comfortable speaking to groups and representing the brand at events.
- Well-organized with the ability to manage multiple small projects.
- Passionate about community, fitness, or running is a big a plus!

EXPECTED WORK LOCATION & SCHEDULE

- Monday to Friday, 9:00 AM to 5:00 PM
- 16-20 races per year plus outreach events, with weekend and night hours expected.
- Primary work location: Track Shack Events Office in Mills50 District of Orlando.
- Occasional work throughout Central Florida for Site Meetings, Events, and Sponsor Meetings.
- Minimal travel outside of Central Florida required.

BENEFITS

- Vacation, sick, and comp days.
- Health Insurance after three months probationary period.
- Potential for discretionary year-end bonuses.
- Retirement plan- 3% match after one year.
- Discounts on running apparel.
- Complimentary event entries.
- Complimentary training programs.
- Limited opportunity to attend industry events and professional development conferences.
- Event-issued merchandise and shoes.
- Opportunity to work remotely 16 hours per month.
- Salary commensurate with experience.

CONTACT

- Please send a resume and cover letter to karen@trackshack.com