



POSITION DESCRIPTION

Development & Marketing Manager, Girls on the Run of Central Illinois

Reports to: Executive Director

Position: Full-time, Exempt

POSITION SUMMARY:

In conjunction with the Executive Director, responsible for the primary planning, coordination and implementation of development, event and marketing activities of Girls on the Run. Assist the Board of Directors and Committees with fundraising, promotion and marketing of the Girls on the Run 5k event series and other development activities and events. Responsible for core tasks associated with recruitment, engagement, management and appreciation of volunteers. Ability to work a varied schedule, including evenings and weekends, when required.

GENERAL DUTIES and RESPONSIBILITIES:

- Serve as the leader in planning, coordinating and implementing the two annual Girls on the Run 5k events. Work closely with the Girls on the Run Executive Director, program staff and Board to ensure event aligns with the Girls on the Run of Central Illinois core values and mission.
- Play a lead role in the overall marketing of Girls on the Run and the 5k series to increase community awareness, program participation, community runners and volunteer participation. Develop and produce marketing materials for events and programs.
- Manage social media and website for Girls on the Run.
- Assist in securing additional program and event sponsors, including in-kind donations.
- Serve as the staff focal point for development activities such as fundraising events, SoleMates charity athlete program, and grantwriting.
- Manage the production and distribution of GOTR monthly newsletter. Partner with the Girls on the Run staff to ensure effective communication occurs with Girls on the Run coaches, liaisons, parents and other stakeholders.
- Participate in program site visits and coach/volunteer appreciation and recognition.
- Other duties as assigned by the Executive Director.

KNOWLEDGE, SKILLS AND EDUCATION REQUIRED:

- Bachelor's degree with 1-2 years' experience in a professional office or nonprofit environment. Equivalent experience and knowledge may be substituted in certain circumstances.
- Proficiency using personal computers, Microsoft Office (spreadsheets, word processing, email, presentations), web-based applications and databases, and design software such as Publisher, PhotoShop, or Canva.
- Excellent planning, project management, communication (written and oral), collaboration and team participation skills. Grantwriting experience a plus.
- Strong event management experience, working with volunteers, and previous involvement with the Girls on the Run programs preferred.
- Excellent organizational skills and ability to effectively prioritize.

- Ability and interest in working independently and collaboratively.
- Strong attention to detail.
- Must reflect the mission of Girls on the Run in interactions and demonstrate a thoroughly professional and positive image with a solid work ethic. Outstanding relationship building skills and the ability to quickly engage potential and current volunteers and donors.

This position is located in Springfield, IL and is full-time, Monday-Friday, 37.5 hours/week.

Benefits include vacation time, sick time, 11 holidays each year (including floating holiday), group health insurance, retirement, and a Flexible Spending Account (FSA).

To apply, drop off or mail:

- 1) cover letter
- 2) resume
- 3) writing sample (newsletter article, grant, press release, etc.)
- 4) design sample (flyer, invitation, poster, etc.)

Jennifer Sublett
Girls on the Run of Central Illinois
Attn: Development & Marketing Manager
907 Clocktower Drive
Springfield, IL 62704

Your cover letter should address your interest in this position and whenever possible should focus on details not included in your resume.

Deadline to apply is Monday, October 15, 2018 at 5:00 p.m.