

Marketing and Communications Manager

Beyond Monumental

Beyond Monumental is a not-for-profit 501 (c)(3) organization whose primary purpose is to conduct events and programs whose proceeds directly result in fueling its core mission of actively supporting youth health and well-being through exceptional events and programs.

Beyond Monumental plans and executes three signature running events in the greater Indianapolis area (the CNO Financial Indianapolis Monumental Marathon, the Indy Half Marathon at Fort Ben and the Monumental Mile), as well as a youth health and wellness program (Monumental Kids Movement), and is searching for a passionate new team member.

Position Description

The Marketing and Communications Manager reports directly to the Executive Director and is responsible for all direct communication through e-mail marketing, social networks and online via all websites. Additional responsibilities will include planning and managing a comprehensive, year-round brand & marketing strategy, development of all marketing collateral and partnerships through ad buys, print materials, and in-kind partnerships to drive registrations across all Beyond Monumental events. The Marketing and Communications Manager will also manage public relations as it relates to press release and media inquiries.

In Marketing & Brand Management the Manager will:

1. Design and build an overall marketing plan and budget;
2. Create on-brand advertising materials including but not limited to digital ads, social media campaigns, promotional post cards, and other items as needed;
3. Create, measure and monitor all email campaigns;
4. Pursue new marketing ideas and partnerships and analyze existing marketing buys for effectiveness;
5. Lead and manage overall branding efforts to help ensure consistency and effectiveness with respect to all brand guidelines and style guides;
6. Maintain year-over-year sales document to ensure progress towards registration goals on weekly basis;
7. Assist with sponsor reports by gathering photos, feedback and survey results;
8. Assist in review of all event materials and publications;
9. Recruit and manage the Monumental Ambassador Team;

In Communications, the Manager will:

1. Create, Manage & Monitor Social Media (Including but not limited to Facebook, Twitter, Instagram, LinkedIn), paid and unpaid campaigns for the CNO IMM, Monumental Mile, and Indy Half);
2. Be highly accessible via social media for customer service inquiries (nights/weekends/NYE);
3. Develop a comprehensive e-mail marketing strategy for both monthly newsletters and specific call to action e-mails, as well as participant-specific informational e-mails for each event;
4. Draft/Maintain an overall marketing calendar for these items, and collaborate with Beyond Monumental team members to ensure thoroughness, and consistency throughout messaging and organization;
5. Conduct event surveys and curate results for the CNO IMM, Monumental Mile, and Indy Half;
6. Update event websites as needed for CNO IMM, Monumental Mile, and Indy Half;
7. Maintain and seek out blog posts and partnerships;
8. Create Event App marketing, messaging and content throughout year;

In Public Relations the Manager will:

1. Serve as the point of contact for all media including television, print and online publications;
2. Maintain media list (National, Local, and Industry specific);
3. Draft/propose/issue press releases;
4. Create "media coverage recap" document after each event as appropriate;

Specific Event Day Responsibilities will include:

1. Leading CNO IMM PR Team by providing stories, assigning pitches to appropriate parties, and prepping on-camera personalities for event day
2. Creating informational documents as they relate to event day, including: Talking points document for media facing representatives, elite athlete document for announcements, and Media Advisory for local media
3. Managing Social Media messaging on event day, including pre-scripted and live posts, covering the expo, event(s) and promoting sponsors as appropriate;
4. Issuance of Results Press Release immediately following each event;
5. Serving as point of contact for Media on event morning
 - a. Coordinating on air interviews with Beyond Monumental, Sponsor, and Partner representatives
6. Meeting with event photographers and developing shot list for sponsors and marketing photos
7. Assisting everywhere else as needed to assist in a world class event

Qualifications

Ideal candidates should have a minimum of 4-6 years of professional work experience and have the following competencies:

- Direct brand management experience;
- Familiarity and experience creating e-mail marketing campaigns & managing social media platforms;
- Experience with Facebook Ads Manager platform;
- Proven experience writing press releases and working with the media;
- Demonstrated experience using data to make decisions;
- Excellent communication skills, both written and verbal;
- History of providing exemplary customer service;
- Ability to manage several project simultaneously;
- Experience using a CRM system preferred;
- Experience in the sport of distance running and/or the event industry desired (not required)

Interested candidates should send a letter of interest and resume to careers@beyondmonumental.org.