

Marketing Director

Beyond Monumental

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 (Apex Benefits Monumental Kids Movement), and is searching for an energetic, passionate new team member with a desire to positively impact health and wellness in Central Indiana.

Position Description

The Marketing Director reports directly to the Executive Director and is responsible for showcasing all Beyond Monumental events and programs via e-mail, social media, advertising, and event websites. Additional responsibilities will include developing and managing a comprehensive year-round marketing strategy to drive registrations across all Beyond Monumental events and build brand awareness; working cross-functionally to align brand messaging and increase engagement with various audiences; leading the development of marketing/promotional collateral; and managing select contractors.

Marketing, Social Media, & Brand Responsibilities:

- Develop, own, and execute the overall marketing strategy, plan, and budget;
- Create and implement an email marketing strategy, then monitor and measure all campaigns including newsletters and call-to-action emails;
- Create on-brand advertising materials including but not limited to digital ads, social media campaigns, promotional post cards, and other items as needed;
- Create, manage, post, & monitor Social Media (Including but not limited to Facebook, Instagram, TikTok, and LinkedIn), including organic and paid campaigns;
- Lead overall branding efforts across all consumer facing platforms to help ensure consistency and effectiveness with respect to all brand guidelines and style guides;
- Create surveys and curate results for all events/initiatives.

Management, Communications, & Public Relations Responsibilities:

- Lead communications and public relations efforts by providing stories, assigning pitches to appropriate parties, and prepping on-camera personalities for video shoots and event days;
- Serve as the point of contact for all media including television, print, and online publications;
- Draft press releases, pitch stories, and create media advisories;
- Work cross-functionally to develop shot lists and prep and manage contracted photographers;
- Assist as needed to help building world-class events and programs;
- Collaborate with the entire team to help manage event and company websites;
- Manage contractors and consultants as needed.

Qualifications

Ideal candidates should have a minimum of 3-6 years of professional work experience and have the following competencies:

- Strategic marketing experience leveraging various channels to produce effective results;
- Familiarity and experience creating e-mail marketing campaigns & managing social media platforms;
- Experience managing employees, contractors, and/or consultants;
- Experience utilizing social media ad platforms;
- Excellent communication skills, both written and verbal;
- Ability to manage multiple projects simultaneously;
- Experience using a CRM system preferred;
- Passion for fitness/health and wellness.

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