



## **Strategic Partnerships Manager**

Beyond Monumental

Beyond Monumental is a not-for-profit 501 (c)(3) organization whose primary purpose is to actively support youth health and well-being by providing access to 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 Summary**

The Strategic Partnerships Manager reports to the Executive Director and is responsible for specific duties in business development, sponsorship sales, race operations and marketing & communications. The Strategic Partnership Manager's responsibilities will include overseeing all sponsor and partner relationships including selling, fulfilling and renewing sponsorship agreements, seeking new sponsorships, and building the Monumental Corporate Cup.

### **In Business Development and Sponsorship Sales, the Strategic Partnerships Manager will:**

- ☐ Develop and deploy a strategic sponsorship plan, including sales and fulfillment of existing agreements;
- ☐ Manage the development and implementation of a strategic partnership plan targeting downtown businesses and those along the course for participants and spectators;
- ☐ Identify and target potential sponsors at an array of levels including, but not limited to, high level cash sponsors, value in-kind sponsors, mile marker sponsors, and advertisers across various resources Race Weekend Guide, Fan Pass and Virtual Event Bag, etc.;
- ☐ Identify and develop additional sources of revenue for programs and events, including grant funding, etc.;
- ☐ Assist with the development of Race Weekend Guide, Fan Pass and Virtual Event Bag;
- ☐ Create and distribute post-event proof-of-performance reports for sponsors and other relevant partners;
- ☐ Facilitate the Monumental Corporate Cup by serving as a primary contact for respective companies' staff members, channeling participant questions to the Participant Relations Manager, implementing the scoring system, identifying and soliciting potential companies to participate and collaborating with sponsors;
- ☐ Build and maintain a sponsorable asset database that includes features to track deliverables by both category and by partners;
- ☐ Ensure accurate invoicing and accounting for all sponsorships and accounts receivable relating to strategic partnerships;
- ☐ Serve as the primary liaison to all businesses along the course etc.
- ☐ Establish and maintain sound working relationships with cooperative arrangements with community groups and organizations in addition to assisting with identifying potential partners;
- ☐ Other business development duties as identified or assigned by the Executive Director.

### **In Race Operations, the Strategic Partnerships Manager will:**

- ☐ Assist Executive Director and Race Director with operations including, but not limited to, details associated with the Monumental Health and Fitness Expo and other race related events and promotional events with special emphasis on the following:
  - Activate and fulfill sponsorships at the Indianapolis 5K & Monumental Mile, Apex Benefits Monumental Kids 5K, IndyHalf Marathon & 5K at Fort Ben and during the CNO Financial Indianapolis Monumental Marathon;
  - Collaborate with Expo Coordinator to ensure successful vendor relationships during Monumental Health and Fitness Expo and during Indy Half Marathon & 5K at Fort Ben Expo;
  - Help facilitate and lead volunteer efforts during all events, including expos and packet pick up events;



**In Marketing and Communications, the Strategic Partnerships Manager will:**

- ☐ Contribute to communications (eNewsletters, Facebook, Twitter, etc.) in collaboration with the Marketing & Consumer Experience Manager, ensuring fulfillment of all partnership agreements;
- ☐ Manage and coordinate expo activation and registration drives at other events;
- ☐ Coordinate and manage other promotional events (radio, on-site activation, fun runs, etc.);
- ☐ Keep all partnership information and logos, in addition to FAQ information on website up to date;
- ☐ Assist in providing accurate and up to date information for the Race Weekend Guide, Fan pass, etc.;

Ideal candidates have a passion for the sport of distance running and experience in the sport and/or the event industry and have the following competencies:

- ☐ Proven track record of developing relationships with the ability to sell sponsorships and fundraise;
- ☐ Microsoft Office proficiency, especially Microsoft Excel;
- ☐ Familiarity with email marketing;
- ☐ Experience with graphic design software (Adobe Illustrator or other);
- ☐ Excellent communication skills, both written and verbal;
- ☐ Commitment to outstanding customer service skills;
- ☐ A desire to contribute to a committed team, working hard to support the Indianapolis running community;
- ☐ Willingness to work nights and weekends as required.

**Interested candidates should send a letter of interest and resume to [careers@beyondmonumental.org](mailto:careers@beyondmonumental.org).**