



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;
- Manage the development and implementation of a strategic partnership plan, including targeting downtown businesses and those along the courses;
- 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;
- Identify and develop additional sources of revenue for programs and events, including grant funding, etc.;
- Create and distribute post-event proof-of-performance reports for sponsors and other relevant partners;
- 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;
- 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

In Marketing and Communications, the Strategic Partnerships Manager will:

- Contribute to communications (eNewsletters, social media, etc.) as they relate to sponsor and partner fulfillment;
- Manage and coordinate expo activation and registration drives at other events;
- Ensure all partnership information is up to date across all platforms (websites, apps, etc.);
- 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:

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- 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 necessary,

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