



Healthy Kids Running Series Job Description

Position: Social Media & Marketing Manager

Mission

In an effort to combat increasing rates of childhood obesity in America, Healthy Kids Running Series ("HKRS") motivates children to be healthy and active through a positive, educational and fun introduction in the world of running.

For more information, please visit our website at www.HealthyKidsRunningSeries.org.

HKRS Social Media & Marketing Manager Position

The HKRS Social Media & Marketing Manager is responsible in part for the overall wellbeing of the program including operations, budgeting and growth. This position reports to the HKRS Director. Specific responsibilities include:

- Website & Social Media
 - 20/10 Solutions will update & maintain the HKRS website, but Manager will:
 - update Town pages with new locations and community coordinator information
 - Implement content calendar of digital content initiatives across all digital channels; website, blog, social media, emails and press releases with a focus on driving inbound website traffic (Registrations, Start-A-Race applications, Sponsorship Inquiries, etc.)
 - Maintain a Social Media presence on Facebook, Instagram, Twitter and Snapchat
 - Manage all aspects of the HKRS Blog to include
 - Find content partners that will allow HKRS to reuse their content
 - Re-write articles to re-post
 - Write Community Coordinator & Athlete Spotlights
 - Manage the HKRS email monthly newsletter
 - Consult with Board for HKRS News
 - Be onsite at different HKRS events for social media purposes
 - Test site for errors, spelling mistakes, grammar errors, broken links, browser capability and technical problems across multiple devices and browsers
- Oversee Select Community Coordinators
 - Maintain communication with identified Community Coordinators throughout the year to assist them in executing a successful five-week Spring and Fall Series
 - Work with Community Coordinators to answer their questions and guide them in meeting the HKRS mission
 - Assist in coordinating the annual Holiday party in December
 - Develop surveys to garner feedback for the purpose of improving HKRS

Healthy Kids Running Series

The Mill, 381 Brinton Lake Road

Thornton, PA 19373

P 484 356-1024 / F 610 361-3001

www.healthykidsrunningseries.org | www.pattisonsportsgroup.com

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- Provide feedback, recommendations and updates as well as edit the HKRS 'How To' Manual
- Travel – Site/Coordinator Visits:
 - Required to visit a portion of new race locations to map courses with the Community Coordinators prior to their Series start date
 - Expecting 10-20 travel days annually; usually 5-10 days in both the spring and fall; expenses covered by HKRS
 - Encouraged to attend various workshops, race expos, etc. as approved by the HKRS Director.
- Evaluate Community Coordinators throughout the Series via personal experience and feedback, parent feedback and survey results; make the President aware of any issues with Community Coordinators
- Marketing & Public Relations
 - Help implement a growth plan for new towns; plan to be identified and outlined by HKRS Board and HKRS Leadership
 - Implement the Advisory Board or HKRS' Leadership's growth strategy to secure new towns by:
 - Prospecting for coordinators via social media
 - Attending workshops, trade shows, etc.
 - Visiting prospective Coordinators
 - Continue to evaluate HKRS and offer ways to improve the marketing, operations, growth, brand, communication, etc.
 - Coordinate HKRS Mail Chimp E-blasts – create 12-month release schedule
- Sponsorships & Donations
 - Actively pursuing partner brands on the local level for the West Chester Series
 - Activating sponsorships across regional and national footprint; includes coordinating with both the sponsoring brand and Community Coordinators to ensure activation occurs
 - Thinking creatively to develop new concepts, which in-turn will drive pre-existing or alternate revenue streams
- Quality Control Program
 - Help develop a 1-2 page Evaluation Form for Community Coordinators
 - Evaluation Form to be shared with Community Coordinators prior to the beginning of the Series
- This job requires 40 hours per week in the office in Thornton, PA and some weekends as needed to visit sites, provide program evaluations, etc.
- Annual Salary: \$40,000

Healthy Kids Running Series (www.HealthyKidsRunningSeries.org), a nonprofit initiative of the Pattison Sports Group, provides children ages 2-14 with the opportunity to live a healthy and active lifestyle through the introduction of running. HKRS currently operates in 190+ locations across 31 states and the District of Columbia.

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