

<b>Job Title</b>	<i>Manager, Event Partner Relations</i>
<b>Reports To</b>	<i>Director, Participant Services</i>

### Job Purpose

This position manages relationships with and implements programming for important event partners including charities, community organizations, international tour partners and running clubs. This role oversees the incorporation of the Company's guiding principles (safety and security, leadership and management, customer experience and service) into charity, community, and international programming. This role will bring innovation and new ideas to develop and enhance these event programs. This role will support charity, community and international programming for any events produced or managed by the Company.

**Full-Time**

**Exempt**

### Duties and Responsibilities

- Operate as the Company's day to day subject matter expert and driver of programming for community, charity, and international partners
- Serve as the lead point of contact for the Company's charity, community, and international partners
  - Provide direction to the Experience team on how to answer frequently asked questions and keep the customer service team up to date on any program developments
  - The experience team will escalate unique questions/comments and provide a weekly summary to Manager, Event Partner Relations
- Lead the Company in its regular review of the event charity, community and international programming and its goals, standards, and objectives
- Lead the Company in developing and implementing programs with event community partner organizations
- Assess and critically evaluate the performance of the programs against defined standards and objectives
- Identify and communicate gaps in performance
- Incorporate feedback from charity, community, and international partners into future event plans
- Act as a Company/event representative at community and charitable events
- Assist in the development of marketing and advertising campaigns to support charity, community, and international partners
- Provide direction and oversight to staff, contractors and volunteers supporting the programs and projects of this position
- Other duties as assigned

## ***Charity Program***

- Present Charity Program recommendations for review and growth
- Work with Accounting & Leadership Team for Budget review and recommendations
- Ensure Charity Program fits within overall plans and objectives for respective events
- Develop, refresh, and share event materials, recruiting tools, welcome and appreciation packages, and videos with current and prospective event charities
- Manage relationships and communicate with charity points of contact
- Prepare and provide contact information for Company systems
- Work with Volunteer Team to develop and enhance volunteer recruiting through charity and community programs
- Develop a recognition program for high-achieving fundraisers
- Identify and maintain a reference guide of Charity Race Day activities, privately organized hospitality facilities that host event participants, locations, and site coordinator contact information. Include details within overall event plans and Company systems. Identify and share all important event related information and deadlines with charities
- Work collaboratively with Communications Team to develop and enhance the method and visual appeal of scheduled weekly, monthly, and quarterly communications, tools, and event materials; ensure event website, social media and other communications are updated and accurately present deadlines and information related to the charity program
- Develop, plan, and execute meetings with charities
  - Kick off meeting to cover registration process and overall season overview
  - Information session to outline charity program expectations and marketing opportunities for interested groups
  - Charity reception to celebrate highest fundraiser and the overall Charity Program
  - Operations meeting to highlight logistics and make sure charities have final event information to share with runners
- Work with charity contacts for special events
  - Kick off events in spring/summer
  - Event week celebrations
  - Other running community events with a charity focus
- Document, track, and report fundraising amounts for each charity
- Provide direction to Manager, Customer Experience to ensure charity guaranteed entries are distributed and managed
- Work with and manage all third-party crowd funding vendors and contractors
- Ensure timely payment for any marketing materials or entries

## ***Community Program***

- Work with Communication and Marketing Team to enhance the community outreach program to inform, engage and activate communities & neighborhoods (i.e. flyer distribution, course canvassing, retail posters)
- Attend community and neighborhood organization meetings; research and develop community contacts
- Manage the course route flyer distribution that occurs at least one weekend before the events
- Manage, develop, and enhance Community Ambassador program

- Maintain mailing list for street closure notifications and other event notifications
- Manage community outreach to convey street closures and event updates, including communication to all City, Aldermanic Ward locations; including print/electronic materials, street closure brochures, etc.
- Work with Operations Team to implement, execute and enhance the community and neighborhood course cheer station program
- Develop programming to support local running communities, clubs, and organizations.
- Assist Participant Programs Manager in the development of team and club competitions, recruiting community organizations and running clubs
- Assist in the engagement of local tourism and visitor bureaus (Choose Chicago, DCASE, Chicago Sports Commission, etc.); attend meetings, events, and fundraisers

### ***International Program***

- Develop a goal-based plan for the International Program
- Develop event materials and share with international tour partner to participate in the event
- Manage International Tour Program application and registration process, ensuring materials are consistent with event policies and trade regulations
- Provide direction to Manager, Customer Experience to ensure tour partner guaranteed entries are distributed and managed
- Manage relationships with tour operator points of contact
- Ensure timely payment for any marketing materials or entries
- Develop programming to support U.S. and International running communities, clubs, and organizations.

### **Qualifications/ Requirements**

- Ability to work nights and weekends as required to meet event commitments
- Strong initiative and ability to proceed on own with little or no direction
- Ability to make constructive suggestions as well as bring forth innovative ideas
- Ability to see projects through to completion
- Excellent and effective oral and written communication skills
- Strong public speaking skills
- Strong planning, organizational and follow up skills
- Excellent project management skills
- Excellent people and process management skills
- Strong problem solving and decision-making skills
- Effective analytical skills
- Detail oriented
- Ability to multi-task
- Ability to think quickly and decisively to sudden events/activities
- Must be able to work independently and as part of a team
- Excellent influencing and relationship building skills
- Leadership skills to work as a team leader
- Proficient with Microsoft Office (Word, Excel, PowerPoint, Access & Outlook)

## Education/Experience

- College degree in business, non-profit management, communications/public relations, or related field preferred
- Experience working with organizations such as charities, cultural institutions, and athletic organizations
- Experience in large-scale event management and production preferred
- Experience in establishing relationships with key charity officials and other stakeholders, such as large sponsors, boards of directors, and public agencies

## Working Conditions/Physical Requirements

Moderate walking, standing, prolonged sitting, bending, kneeling, and reaching.

- Work is performed primarily in an office setting
- The employee must occasionally lift and/or move up to 25 pounds

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<b>Approved by:</b> <i>Signature &amp; Title</i>	
<b>Date approved:</b>	
<b>Employee Acknowledgement:</b>	