



Coordinator, Sponsor Services & EXPO

reports to the Director, Marketing Media & Brand

Job Description & Responsibilities

updated August 2019

To apply for this position, send resume and cover letter to:

Muffy King

Director, Marketing, Media & Brand

media@houstonmarathon.com

Phone interviews will begin on August 1st

The Houston Marathon Committee, Inc. (HMC) hosts the city's largest single-day sporting event—an annual multi-race running event (marathon, half and 5K). The HMC is a 501(c)4 nonprofit organization with a volunteer board of directors, 12 full-time staff members, and a group of more than 150 committee members who make race day possible.

Salary: Commensurate with experience and includes comprehensive benefits plan

Commitment: Full-time

Working Hours: 40 hours per week plus evening and weekend events throughout the year

EXPO Management

- Design appropriate and efficient EXPO layout
- Manage EXPO space sales, including rate management, online application, and vendor payments
- Actively sell space to potential vendors to meet revenue goals
- Search for appropriate talent and coordinate stage speaker schedule
- Contract with decorating company; ensure timely and correct set-up
- Arrange for vendor parking needs, show security, and first aid with appropriate staff
- Develop schedule for build out, including production timelines and delivery schedules
- Oversee all permit applications, including food and fire
- Oversee race week set-up and tear down
- Recruit and manage volunteers to assist with race week operations
- Order and arrange for the placement of all banners
- Work with sponsors to arrange for volunteer meals during show hours

Sponsor Services

- Assist with development and implementation of a strategic sponsorship plan, including fulfillment of existing agreements and communication of activation goals between outside department and sponsors
- Serve as a liaison to sponsors to determine race week execution needs; communicate and collaborate with other departments on feasibility and implementation

- Track all sponsor deliverables and ensure that all contractual obligations are met
- Develop and communicate race weekend timeline and kits for sponsors
- Create and distribute post event proof-of-performance reports for sponsors and other relevant partners
- Contribute to communications (newsletters, social media, etc.) in collaboration with the Communications manager, ensuring fulfillment of all partnership agreements
- Manage the development of the participant and volunteer Virtual Event Bag, including current sponsors and sales to outside groups
- Coordinate sponsor participation in year-round community outreach events
- Plan and execute the post-race Sponsor Appreciation dinner
- Assist the Executive Director and Business Development Director with the development of sales strategies, prospecting, and sales. This includes sponsorship renewals, new sponsors, value in-kind (VIK) agreements, and collaborative initiatives with stakeholders.

Merchandise

- Coordinate the selection, ordering, delivery and receipt of all event merchandise
- Collaborate with brand and marketing team on product designs
- Work with vendors to select purchased merchandise including medals, t-shirts, glass mugs and various for-sale merchandise pieces
- Collect required merchandise quantities and delivery details from relevant staff members to place final orders with vendors
- Liaise with the apparel sponsor for all sponsor deliverables, including EXPO space needs, ordering of donated merchandise and development of for-sale merchandise
- Collect remaining merchandise inventory numbers post-event and oversee distribution of any extra merchandise to appropriate events or charitable partners

Other

- Assist with Family Fun Run events held in April and May
- Assist with other tasks or duties as requested
- Assist with answering phones or other administrative tasks during peak customer service periods

Annual Planning & Year-Round Responsibilities

- Develop annual budget needs, maintain budget compliance throughout the year
- Conduct effective and efficient pre-race planning for all areas of oversight, and collaborate with relevant staff and committee members throughout the process
- Collect post-race feedback from relevant sponsors, participants, staff, volunteers and vendors—compile reports related to all areas of oversight
- Develop new methods or ideas related to best-in-class event operations, with the sponsor and customer experience as the highest priority
- Set goals and create timelines for all areas of oversight annually, report on progress and issues throughout the year

Daily Office Responsibilities

- Support colleagues in a respectful and thoughtful manner, assist whenever the need arises
- Assist staff, committee members, and sponsors with issues pertinent to this job description, as appropriate
- Work with committee members as needed and within reasonable parameters to aid them in carrying out their duties, including logistics and direction
- Be accountable for time and location during working hours
- Answer phone calls, emails, etc. in a timely and professional manner
- Maintain a clean and efficient working environment, including common areas

Qualifications

- Minimum 3 years' experience, preferably in event management and/or customer relationship management
- Running experience is a plus, but not required
- Excellent written and verbal communications
- Familiar with Microsoft Office, including Outlook, Word, Excel and PowerPoint
- Ability to learn new event management software platforms

- Committed to excellence and customer service
- Problem-solver, cool under pressure
- Able to build consensus and negotiate agreement with stakeholders
- Passionate about learning and innovating
- Detail-oriented and organized
- Self-motivated and goal-oriented

- Ability to work nights and weekends as needed, particularly during peak season of October through February. You will meet with volunteers both before and after the race, and these meetings are typically held in the evenings. We also have some evening organizational events, such as the Hall of Fame or Sponsor Appreciation dinners. We occasionally host weekend events, such as community outreach events, committee-wide meetings or work days at our warehouse.