

Events & Marketing Manager

Girls on the Run of the Rockies is hiring a passionate, detail-savvy, and visionary **Events & Marketing Manager** to elevate our events, grow community engagement, and strengthen our brand. Reporting to the Development & Marketing Director, this role is key to how we share our story and build connections. This role calls for someone who can balance multiple priorities with creativity and focus. This position leads & manages all of our events and marketing efforts. The ideal candidate for this role is a passionate communicator and creative thinker with a deep belief in the mission of Girls on the Run. They blend attention to detail with a spark of innovation and bring a growth mindset to everything they do. They are a collaborative leader who anticipates needs, adapts to change well, and inspires others through positivity, professionalism, and communicating our mission with confidence.



Roles & Responsibilities

→ 5K Logistics & Planning

- ◆ Own the end-to-end management of our semi-annual 5K events from permits and vendor coordination to race-day execution and post-event wrap-up.
- ◆ Manage a staff 5K Committee to ensure a smooth, impactful experience for participants, sponsors, and volunteers.
- ◆ Girls on the Run-Owned 5K Events
 - Lead all logistics for Girls on the Run 5K races, including planning for participants, vendors, spectators, and sponsors.
 - Promote registration through emails, social media, and printed materials.
 - Manage online race registration platforms.
 - Coordinate with vendors and service providers, ensuring they have all event details.
 - Train and support staff on 5K roles and responsibilities.
 - Write and distribute all race-related communications, including:
 - Pre-race emails for parents and participants
 - Vendor and service provider updates
 - Collect and report key data after each race (e.g., participant numbers, volunteers, and spectators).
- ◆ Community Partner 5K Events
 - Represent Girls on the Run when working with external race organizers.
 - Advocate for a positive race-day experience for GOTR families.
 - Negotiate visibility and partnership terms (e.g., pricing, branding) with community race organizers.
 - Provide branding assets (logos, etc.) to partner races.

→ Graphic Design & Visionary Marketing

- ◆ Develop eye-catching, on-brand digital and print materials for events, campaigns, and promotions.
- ◆ Lead content creation for paid ads, email marketing, and web updates with a clear and compelling voice.
- ◆ Collaborate with our Marketing Coordinator to increase our following on social media platforms through impactful campaigns.
- ◆ Consistently reinforce our brand identity through messaging, design, and storytelling.
- ◆ Identify new marketing opportunities to increase visibility and community impact.

→ Community Events & Outreach

- ◆ Actively seek out seasonal and community-based events that connect our mission to diverse audiences and/or meet our dynamic objectives: coach recruitment, site recruitment, volunteer recruitment, general brand awareness, etc.
- ◆ Cultivate and maintain strong relationships with community partners.

→ Associate Board Management

- ◆ Serve as the staff liaison for our Associate Board.
- ◆ Support the Associate Board in planning fundraising events and engaging peers.
- ◆ Engage Associate Board members as brand ambassadors at community events.
- ◆ Collaborate with board members to expand organizational reach and donor base.

→ Signature Fundraising Event: 14er Challenge

- ◆ Lead the promotion and logistics of our annual 14er Challenge—an unforgettable high-altitude adventure and major fundraising event.
- ◆ Ensure a seamless and inspiring experience for climbers, sponsors, and supporters through coordination of recruitment, registration, preparation, and event execution.
- ◆ Manage a Volunteer Committee that helps assist with various aspects of preparation and event execution.

What You Bring to the Role

- A deep belief in the power of girls and the Girls on the Run mission
- 3-5 years of experience in event planning, marketing, or related fields

- Strong project management and communication skills
 - Demonstrated proficiency in design tools like Adobe Creative Suite or Canva
 - A blend of logistical, savvy, and creative vision
 - Interest in learning, innovating, and inventing to adapt to the needs of our organization
 - Strong storytelling and message development skills
 - A collaborative spirit and adaptable mindset
 - Curiosity and creativity in problem-solving
 - Ability and willingness to work nights and weekends
 - Ability and willingness to lift 50 lbs
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Why Join Our Team

Girls on the Run envisions a world where all girls know and activate their limitless potential and are free to boldly pursue their dreams. Girls on the Run is changing the narrative of what it means to be a girl and shifting the way girls see themselves and their opportunities. Our mission is to inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running. We teach girls that they deserve to be heard, to celebrate what makes every girl special, and that they each have strengths and skills that are valuable across many contexts. It is our goal that girls learn to dampen societal noise telling them how to act and who they should be and we believe these girls will change the way the world views women and their contributions.

Girls on the Run of the Rockies has served over 60,000 girls along the Front Range since 2005 and has worked with thousands of volunteers who believe in our mission. We are passionate about the work we do and supporting girls in Colorado. Girls on the Run of the Rockies is a 501(c)(3) nonprofit organization that typically works with over 300 schools, 1,000+ volunteers, and 5,200+ girls annually.

GOTR Inclusion & Diversity

At Girls on the Run, our core values guide our way. We are deepening our ongoing and continual commitment to building a world where every person can know and activate their limitless potential. We value the dignity and humanity of all people and are dedicated to being an inclusive, diverse, equitable, and accessible organization.

Salary Range

\$55,000 - \$65,000

Benefits

Girls on the Run of the Rockies offers health, vision and dental plans to its employees. Benefits also include short and long-term disability and retirement plan. Benefits start immediately but are based on tenure at the organization. Detailed information on benefits will be provided through the interview process and during your onboarding process. We offer generous PTO accrued monthly as well as office holidays.

Work Environment

Hybrid environment (typically 2 days in the DTC office, 7000 E Bellevue, STE 130, Greenwood Village, CO / 3 days remote; may involve more in-office days around peak times of the season). Nights and weekends based on events and meetings.

How to Apply

Please email your resume and cover letter to careers@girlsontherunrockies.org with the subject line: **Events & Marketing Manager**

Your cover letter should include answers to the following questions:

- What about Girls on the Run's mission resonates most with you, and why?
- Tell us about a moment when you helped someone feel seen, empowered, or inspired.
- What's something you've recently learned that changed the way you work or think?

Priority review will be given to applications received prior to July 21st at 11:59 PM MT.

Frequently cited statistics note that communities of color, women, and other marginalized groups apply to positions only if they completely meet qualifications. Girls on the Run of the Rockies encourages you to upend those statistics and apply to this position. We excitedly anticipate your application.