

605 running company

Job Description: Community Outreach and Sales Manager

Position Overview: 605 Running Company, the number one source for all things running in South Dakota, is seeking a passionate and dedicated Community Outreach and Sales Manager to strengthen our connections within the health and wellness community. As the Community Outreach and Sales Manager, you will play a vital role in developing partnerships with other businesses, organizing group running events, creating dynamic sales, and recruiting volunteers and staff for our owned races. If you are enthusiastic about fostering community engagement, promoting a healthy lifestyle, and have exceptional networking and organizational skills, we invite you to join our team.

Working Hours: 605 Running Company is a retail business open 7-days per week. Because of this unique retail requirement; our management team works four, eight-hour shifts, followed by four days off from work on a rolling schedule. For us we believe in creating a win-win scenario for both our shop and our team. We schedule our managers 3 months out for maximum flexibility within our scheduling process. All of our Managers work our sales floor and our compensation is built off of both an hourly wage + opportunities for financial compensation bonus and product rewards.

Key Responsibilities:

- Develop and implement a comprehensive community outreach strategy to establish and nurture relationships with health and wellness businesses, gyms, fitness studios, and other relevant organizations.
- Collaborate with local businesses to develop referral programs and cross-promotional opportunities that drive customer traffic and enhance brand visibility.
- Organize and lead group running events, such as community fun runs, charity runs, and training programs, to engage and connect with our target audience.
- Create dynamic events and activities that promote fitness, wellness, and an active lifestyle, aligning with our brand values and attracting participation from the community.
- Recruit and manage volunteers and event staff for our owned races, coordinating responsibilities and ensuring a positive experience for both volunteers and participants.
- Collaborate with the Marketing Manager to promote community events and activities through various channels, including social media, email marketing, and local media outlets.
- Attend relevant community events, trade shows, and networking opportunities to represent 605 Running Company and build connections within the health and wellness community.
- Stay informed about industry trends, local running events, and community initiatives to identify partnership opportunities and stay ahead of the competition.
- Collaborate with internal teams, including Operations and Marketing, to ensure seamless execution of community events and activities.
- Track and evaluate the success of community outreach efforts, measuring the impact on brand visibility, customer engagement, and community involvement.

- Maintain regular communication and foster positive relationships with community partners, sponsors, and volunteers to sustain long-term partnerships.

Requirements:

- Relevant experience in marketing, communications, public relations, or a related field. Bachelor degree or equivalent certification preferred, but not required.
- Proven experience in community outreach, event management, or a related field.
- Strong networking and relationship-building skills, with the ability to establish and maintain partnerships with a diverse range of businesses and organizations.
- Excellent organizational and project management skills, with the ability to plan, execute, and evaluate community events and initiatives.
- Passion for health, wellness, and promoting an active lifestyle.
- Exceptional communication and interpersonal skills, with the ability to engage and motivate individuals and groups.
- Ability to work independently and as part of a team, collaborating effectively with internal stakeholders and external partners.
- Familiarity with running events, race management, and volunteer coordination is desirable.
- Proficiency in social media platforms, event management software, and other relevant tools for community outreach and promotion.

Company Culture: At 605 Running Company, we foster a vibrant and inclusive work environment. We believe in taking the scary out of running and are dedicated to promoting a healthy and active lifestyle. We value transparency, reliability, and fun, and encourage teamwork and creativity. We offer competitive compensation, employee discounts, and opportunities for professional growth within the running industry.