



Position: Road & Trail Running Coordinator

Contract Type: Part-Time (~10 hours per week)

Duration: October 2024 - March 2025

Location: Remote with potential local engagements

Project Overview: The Road & Trail Running Coordinator role focuses on increasing membership, growing affiliate organizations, enhancing race sanctioning, and driving attendance to the Race Director Summit, in person and through multiple social media channels.

This role is crucial for expanding Athletics Ontario's Road & Trail initiatives. By boosting membership, growing affiliate organizations, and enhancing race sanctioning, the Specialist strengthens the running community and improves event quality. They will also drive attendance at the Race Director Summit, supporting immediate growth and building a foundation for long-term success through targeted social media, outreach, and partnerships.

Key Responsibilities:

1. Instagram Content and Engagement:

- Develop and execute an Instagram content strategy highlighting the benefits of Road & Trail membership, Race Director Summit details, and other key initiatives.
- Create engaging posts, stories, and reels to boost follower interaction and attract new members.
- Monitor and respond to comments, direct messages, and mentions to foster community engagement.

2. Local Run Clubs and Ambassadors:

- Build and maintain relationships with local run clubs and Road & Trail Ambassadors to promote Athletics Ontario initiatives.
- Organize and attend local events and meet-ups to increase visibility and engagement.
- Collaborate with Ambassadors to share Athletics Ontario's mission and membership benefits within their networks.

3. Strava Group Management:

- Manage and grow the Athletics Ontario Strava Run Club by promoting it through social media and local run clubs.

- Engage with members by sharing updates, organizing virtual runs, and encouraging participation.
- Track and report on Strava group metrics to measure growth and engagement.
- 4. Relationship with Race Directors:**
 - Develop and maintain strong relationships with current and potential Affiliate members (race directors) to support their engagement with Athletics Ontario.
 - Organize informational sessions and one-on-one meetings to discuss benefits, membership, and referral income opportunities.
 - Assist in onboarding new affiliates and providing them with resources to facilitate their involvement.
- 5. Booths and Events:**
 - Represent Athletics Ontario at key Ontario Road & Trail races through booths and on-site promotions.
 - Coordinate logistics and promotional materials for booth presence, ensuring a professional and engaging experience for attendees.
- 6. Social Media and Podcast Promotion:**
 - Collaborate with the Trillium Running Podcast to promote Athletics Ontario's Road & Trail initiatives.
 - Develop and execute a promotional plan to feature podcast content and drive interest in the Race Director Summit.

Skills and Qualifications:

- Proven experience in social media management, particularly Instagram, X and TikTok.
- Strong communication and interpersonal skills, with experience in community engagement and event promotion.
- Ability to manage multiple projects and relationships effectively.
- Passion for road and trail running and an excellent understanding of the local running community.
- Familiarity with Strava.
- Time management and ability to perform tasks quickly to meet strict deadlines.

Please send resume and cover letter to Sheryl Preston at sherylpreston@athleticsontario.ca