



## Marketing Manager

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### JOB DESCRIPTION

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At Capstone Event Group (Capstone), we believe that every runner who gets to the start line has a unique story...a unique reason for being there. Our events enable unique and memorable experiences that can spur positive change in people. We exist to build and steward a portfolio of running events that are indispensable parts of their respective communities, and we are looking to hire someone to join our communication team in Raleigh, NC.

The overall objective of the Marketing function is to leverage our channels to spread awareness, create desire and ultimately drive registrations for our events.

Capstone offers employees a high degree of autonomy, flexibility and responsibility in a collegial and supportive environment. Responsibilities for the position include:

- Analytical Marketing
  - Using historical data to help develop a tactical marketing strategy
  - Interpreting performance data to influence changes to strategy
- Creative Marketing
  - Shaping and integrating a consistent brand presence across all channels
  - Developing promotional campaigns
  - Creating occasional promotional graphics and photos
- Relationship Management
  - Managing outsourced marketing channel partners to ensure strategy is executed
  - Managing photographers and videographers to ensure vision is captured at events
  - Managing promotional partners to ensure they share accurate information

Capstone currently owns and operates the Resort Races Collection, Charleston Marathon, City of Oaks Marathon, Myrtle Beach Marathon, Hamptons Marathon, Vancouver Sun Run, Bay to Breakers (in San Francisco), Tarheel 10 Miler, Bull City Race Fest and the Race 13.1 Half Marathon Series. We will be adding more signature events to our portfolio soon.

If you are interested in this position, please apply at [www.capstoneraces.com/careers](http://www.capstoneraces.com/careers)

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### DESIRED TRAITS AND QUALIFICATIONS

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- Fit with company culture – we will evaluate this closely if we have the opportunity to meet you
- Comfort and excitement working on a tight-knit team to grow a company
- Weekend travel required (7 – 10 weekends per year)

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### BENEFITS & COMPENSATION

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- Unlimited PTO and Flexible work from home opportunities
- Salary range \$60,000 - \$67,500
- Employee medical, dental and vision plans
- Additional: cell phone stipend, race entry reimbursement