



Brand Content Coordinator

JOB DESCRIPTION

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 Marketing 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. Core responsibilities for the position include:

- Content Calendar
 - Develop fun and engaging promotional campaigns (holiday, themed, etc.)
 - Create and schedule organic social media content (Facebook, Instagram, Twitter)
 - Leverage our PPC, email, website and promotional partner resources to share messages
- Brand Development
 - Direct photographers and videographers to capture footage that aligns with brand standards
 - Design participant shirts, medals and other swag items that align with brand standards
- Function Improvement
 - Establish a presence with new marketing channels and programs
 - Forge relationships with new promotional partners

Capstone currently owns and operates the Resort Races Collection, Charleston Half Marathon, City of Oaks Marathon, Myrtle Beach Marathon, Hamptons Marathon, 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

DESIRED TRAITS AND QUALIFICATIONS

- Familiarity with Canva, Photoshop or Illustrator
- 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)

BENEFITS & COMPENSATION

- Unlimited PTO and Flexible work from home opportunities
- Salary range \$50,000 - \$55,000
- Employee medical, dental and vision plans
- Additional: cell phone stipend, race entry reimbursement