

Seeking candidates and referrals for the position of **EVENT MARKETING COORDINATOR**

Overview

AIDS Research Alliance (ARA), a non-profit community-based medical research organization, is seeking candidates for the position of a temporary part-time event marketing coordinator for Spinning Nation, June 2008. The Event encompasses 100 clubs reaching 10,000 riders across the US, all Spinning together on Saturday, June 28, 2008 in an effort to raise funds and awareness for three foundations who have come together to end the needless suffering of men and women.

We are looking for an enthusiastic, self-motivated and out-going person who has event management and marketing experience. The position is not intended to be full-time (anticipated at 25 hours/week) and is a temporary position. Compensation is on a contract basis and is commensurate with experience.

Profile of position

The Event Marketing Coordinator provides support to the ARA development team for Spinning Nation, taking place June 28, 2008. This position reports to the Director of Development.

Duties include:

- Representing AIDS Research Alliance by regularly communicating with Mad Dogg Athletics, CS Sports, Cancer Schmancer and Athletes For A Cure.
- Liaison with all registered gyms by providing them with key marketing materials about ARA.
- Identifying key geographical locations (through analysis of metrics, including HIV populations, wealth, and Combined Federal Campaign participation) and visiting registered gyms in these areas in order to create relationships with ambassadors, managers, and trainers.
- Providing gyms in target markets with training and recruiting techniques such as assisting in preparing presentations for spin classes, encouraging special Spinning Nation Training Classes, and providing education on fundraising.
- Convening regular meetings with ambassadors to foster on-going training, support and encouraging a sense of ownership that will ensure greater participation, and contributing to the success of the event and future events.
- Establishing strategic relationships with gym marketing departments and local media in order to maximize opportunities for visibility through editorial and advertising support.

Minimum qualifications

- Must possess a strong commitment to the mission and goals of AIDS Research Alliance.
- Bachelor's Degree or equivalent required.
- Excellent organizational, oral and written communication skills required. A winning phone manner is also highly desired.
- Must have 2+ years athletic event or sports marketing experience.
- Strong computer skills – experience working with MS Word, Excel, PowerPoint, using the internet for research, and extensive experience with donor database management.
- Must be able to work independently and multi-task with high degree of project and time-management capacity. Demonstrated ability to achieve goals and meet deadlines in a fast-paced environment.

Application

If interested in applying, please send resume *via* email to jobs@aidresearch.org with “Event Marketing Coordinator” in the subject line. A cover letter indicating interest is welcomed. If interested in referring a potential candidate, please have the candidate send a resume via email to jobs@aidresearch.org. ARA is an Equal Opportunity Employer. No phone calls please.