



**The Loppet Foundation
Marketing Manager - Loppet Cup 2024**

The Loppet Foundation's mission is connecting people to the outdoors through experiences that grow community. We value anti-racism, collaboration, growth, inclusion, play, stewardship and well-being. The foundation provides quality programming for youth and adults, produces world class adventures and sporting events, and strives to create a welcoming and inclusive community in its operations in Theodore Wirth Park. The Loppet staff are dedicated and energetic individuals who work together leveraging the various aspects of the Foundation to create a whole that is more than the sum of its parts.

Job Summary: The Marketing Manager is a part time position responsible for developing and executing social media and communications strategies for the [Loppet Cup 2024](#) that align with [The Loppet Foundation's](#) overall marketing goals. This includes creating and managing social media and email content, engaging with followers, and measuring the success of marketing campaigns. Duration of this role will be from July 2023 - March 2024, with an expectation of approximately 15-20 hours per week. While this will be a hybrid position with time both at home and in the office, candidates must be local to the Twin Cities area.

Responsibilities:

- Develop and execute organic social media and communications strategies to promote the [Loppet Cup 2024](#)
- Create and manage social media and email content, including social posts, images, videos, and infographics.
- Engage with followers on social media, responding to comments and questions in a timely manner.
- Measure the success of social media and email campaigns, tracking metrics such as engagement, reach, and website traffic.
- Stay up-to-date on social media, email and text service trends and best practices.
- Collaborate with other marketing team members, such as the paid social team.
- Manage Loppet Cup website content- coordinating messaging and updates with other channels and general Loppet communications.
- Assist Marketing Manager and Development Director with other marketing content as assigned.

Required Qualifications:

- Bachelor's degree or commensurate experience in marketing, communications, or related field.
- 1-2 years of experience in social media and email marketing.
- Strong writing and editing skills.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Proficiency in social media platforms, such as Facebook, Twitter, Instagram and TikTok.

Desired Qualifications:

- Experience with social media and email analytics tools.
- Experience with social media advertising and/or texting services.

- Experience with social media influencer marketing.
- Experience creating and posting timely compelling video and reel content.
- Experience with website content management and coordination of multiple marketing channels
- Knowledge of cross country skiing; international World Cup level events and athletes is a plus.

The Marketing Manager reports to the Loppet Marketing and Communications Manager, who reports to the Development Director. Hourly wages range from \$18 - \$20/hour, depending on demonstrable experience.

We recognize the need for a diverse workforce and understand that traditionally underrepresented communities must be centered in the work we do. As a Foundation, we are committed to building a blended team that reflects the community we serve. Hence, we strongly encourage BIPOC, Indigenous and Queer-identified individuals to apply.

HOW TO APPLY:

No phone calls, no walks in. To apply, please follow the instructions below precisely:

- Email the following materials to hr@loppet.org with an e-mail subject that reads “**Marketing Manager - Loppet Cup 2024**”
 - Resume (preferably in .pdf form)
 - Cover Letter in the body of the email

All applications received by July 1 will be considered.