



**Loppet Foundation  
Marketing and Sponsorship Coordinator  
Job Posting**

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.

**Primary Duties and Responsibility:**

- Create engaging content for Loppet social media channels for events, programs, and organization initiatives
- Work closely with the Marketing & Development team to create and implement a comprehensive organizational marketing plan
- Identify and secure potential sponsors and in kind donations for the Loppet organization, events and programs to enhance participant experience, increase visibility and financial support for the organization
- Track and implement all Loppet sponsorship contracts, including any high level sponsorships secured by the Individual and Corporate Giving Officer and Executive Director
- Manage communication and event day activations with Loppet sponsors including updates, activation, summary recaps and appreciation programs to ensure they have a good experience with the organization
- Oversee all sponsor activation, including website, social media, and publications

**Required Knowledge and Abilities:**

- 1-3 years of experience in marketing, social media, corporate relations, sales, or other relevant work
- Excellent written and oral communication skills
- Ability to exercise initiative, creativity and independence of judgment
- Demonstrated commitment to diversity, equity and inclusion and to the Loppet's mission

**Preferred Knowledge and Abilities:**

- Bachelor's degree in marketing, business, or relevant field
- Outstanding customer service skills
- Experience working with Microsoft Office (Excel and Word)
- Experience working with a CRM system

**Events this role is expected to attend (2024-2025 dates):**

- May 19th - CityTrail Loppet
- April 25th - Annual Volunteer Appreciation Celebration
- June 15th - Juneteenth Fun Run
- WOW mountain bike series - 6 Wednesday evenings June - August
- September 14th & 15th - Field Day & Trail Loppet
- October 10th - Loppet Community Celebration
- October 19th - Haha Wakpadan Loopet Loppet
- HS Invite - TBD likely Jan 11th
- Pre Loppet - TBD likely Jan 12th
- Feb 1st & 2nd - City of Lakes Loppet Winter Festival
- Feb 8th - Luminary Loppet

There will be a variety of additional evening and weekend events outside of regular business hours that this role will need to be present for. The Sponsorship Coordinator works directly with the Marketing and Communications Director, with a dotted line to the Events Director.

This is a Full-time salaried position with an annual salary range of between \$50,000 - \$55,000, depending on demonstrable experience. Schedule and location are generally flexible with the understanding that a presence during regular business hours is important.

*This position includes the following benefits: Unlimited PTO, 401(k) retirement plan with Loppet Foundation employer match, three health insurance plan options, and a dental insurance option. And the ability to work and play in the magnificent Theodore Wirth Park!*

*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:**

Email resume (preferably in .pdf form) and cover letter to [hr@loppet.org](mailto:hr@loppet.org) with an e-mail subject that reads exactly "Marketing and Sponsorship Coordinator Application." In lieu of a cover letter you may provide an answer to one of the following questions:

- Based on the job posting, how do you see yourself adding value to this role and the foundation?
- Given your professional and personal goals, why are you interested in working with us right now?

All applications received by 9/10/24 will be considered.