

Alaska Run For Women



Job Description: Race Director

Background

The Alaska Run for Women is a not-for-profit organization that stages a unique and special annual event that includes a five-mile and a one-mile run/walk. The Run brings people together to help reach a number of common goals relevant to fighting breast cancer, and raises money for this important cause. The Run is also a means of highlighting the talents of Alaska's women athletes in their own competitive event, as well as inspiring and motivating women of all ages to do something healthy for themselves and in support of others.

Founded in 1993, the event has raised more than \$4.5 million for breast cancer awareness, prevention and research. In recent years the event has drawn as many as 7,000 annual participants. The Alaska Run for Women will celebrate 27 years in 2019.

Mission

"To raise money for and awareness of breast cancer and women's health, and to showcase the talents of Alaska's women athletes."

Position Summary

The Race Director is responsible for all event organization with the exception of Board of Directors responsibilities detailed below. The Race Director chairs a roughly 25-member Race Committee and oversees the coordination and management of over 400 volunteers who work together to make the Alaska Run for Women happen. The Race Committee meets monthly from January through May. The majority of the Race Director activities take place between December and June but some preliminary work is typically done prior to January, and some tasks run for several weeks/months past the race date in June. Race Director activities can be expected to be approximately 40 hours a month for the months of December through April, and 80+ hours a month in May through the week following the event.

The Race Director position can be held by one person or a two-person team. The Board welcomes and encourages co-applicants for the Race Director position. The Race Director receives an honorarium of \$7,500 and reports to a Board of Directors whose responsibilities are outlined below.

The Board of Director is responsible for selection of the Race Director, and the Race Director reports to the Board.

Expectations

The Board desires the Race Director to be in the position for a minimum of three years, and it is desirable for the successful candidate to serve on the Race Committee in 2019, beginning with the January or February Race Committee meeting, and to train with the current Race Directors through the full 2019 event planning as outlined above. The new Race Director will take over full duties and responsibilities for the 2020 event.

Race Director Responsibilities

The Race Director organizes and manages most of the key elements of the Run and is responsible for selecting the Race Committee, providing direction to the Committee and overseeing their progress.

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The Race Committee is made up of the following positions:

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| *Ambiance | *Awards | *Clean-Up | *Course Marshal |
| *Donor Management | *Food | *Logistics | *Medical Services |
| *Photo Booth | *Potty Decorating | *PR/Marketing | *Prizes |
| *Registration and Bib Pick-up events | | *Start and Finish Lines | *Teams |
| *Transportation | *Volunteers | *Water Stations | |
| *Timing (timing services are a paid contract with a timing vendor) | | | |

The Race Director has the discretion to add to or modify these positions as needed.

With input from the Board, decisions are made regarding the race course, the event venue, and the overall production of the Run. The Race Director is responsible for securing all permits, maintaining a budget, coordinating vendor agreements and purchases, and adhering to appropriate event standards such as those outlined by USA Track and Field. The Race Director is an ex-officio member of the Board and provides a report/update at monthly Board meetings.

The Race Director must have strong organizational and leadership/motivational skills, good communication skills, be comfortable speaking in public, have the ability to perform multiple tasks with tight deadlines and adapt to potentially dynamic situations. A good sense of humor and a passion for the cause also are desirable.

Board of Directors

The Board of Directors of the Alaska Run for Women is a 14-18 member volunteer board that holds legal and fiscal responsibility for the non-profit organization. They are responsible for stewarding the event and the money raised through the event. The Board provides guidance to the Race Director, sets policy, recruits and supports event donors, is in charge of PR, merchandise, and a raffle. The Board also approves the budget and oversees the grant process.

List of Major Race Director Duties:

- Preparation of comprehensive plans covering all phases of race logistics.
- Development, planning, and implementation of marketing strategies.
- Set up all details and timetables for event.
- Work with Race Committee to create and manage event timelines.
- Collaborate on website updates and information.
- Promote and recruit race participation with a goal of annual growth.
- Coordinate all print/collateral material for the event.
- Manage online registration.
- Assist Board PR committee chair with media and public relations.
- General communications with the community.
- Coordinate Race Committee, volunteers, contractors/vendors, and State and local officials.

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- Responsible to ensure course certification and event permits are fully approved and in place prior to the event. Liaison with necessary agencies (APD; MOA, Parks/Rec.; Sullivan Arena etc.) to ensure key contacts are updated regarding all aspects of the event and coordinating site visits as necessary.
 - Oversee ordering of materials from outside vendors.
 - Work closely with logistics personnel and develop material delivery schedules. Ultimately responsible for delivery, placement and return of all event elements.
 - Work with Race Committee to ensure that adequate parking and transportation is available on race day and is communicated to participants.
 - Oversee staffing plans to ensure correct number and placement of volunteers is met.
 - Work with Race Committee to develop plans to evaluate and upgrade/change look and presentation of standard onsite elements (e.g. water stations, infield/post-race festivities, start area, etc.), coordinating efforts with vendors and donors to finalize signage, tenting and other infrastructure installation plans.
 - Routine correspondence with Race Committee and Board on upcoming deadlines, needs, concerns.