



Chicago Area Runners Association
1540 S. Ashland, Ste #201
Chicago, IL 60608
312.666.9836

Role: Manager, Marketing/Communications & Membership

The Chicago Area Runners Association, CARA, is a 501(c)(3) not-for-profit organization committed to serving and advocating for the local running community. We are Chicagoland's running club, providing accessible opportunities for all runners to train, race, learn, be social and volunteer. With a growing membership exceeding 10,000, CARA is the nation's third-largest running club. CARA offers a wide range of programming and events, totaling over 1,300 dates per year.

Job Description:

The "Manager, Marketing/Communications, Membership" will focus on developing, implementing, and managing marketing and communications strategies for the organization. The role will also provide membership and participant support, with an emphasis on growing CARA's membership/registration CRM system, Haku.

Primary duties include, but are not limited to:

- Development and implementation of marketing and communications strategies for CARA programs, events, and membership
- Development and implementation of membership growth and retention strategies
- Content creation and management of CARA social media channels (Facebook, Instagram, Twitter, LinkedIn)
- Copywriting for CARA Connection membership newsletter (weekly), targeted email promotions, CARA blogs, and digital/printed materials
- Basic website edits (familiarity with Wix a plus)
- Management of CARA's membership and registration system, Haku
- Be a resource for member and/or participant questions; be able to provide assistance registering participants, updating member information in database, ability to troubleshoot and escalate issues to Haku support team
- Plan for and attend on-site marketing activations (i.e. RunShow USA, Bank of America Chicago Marathon Expo)

CARA seeks candidates who fit these characteristics:

- Has previous career experience, ideally in a related role such as non-profit sector, marketing agency, or communications
- Experience working within, or with, charities and the nonprofit sector
- Basic knowledge of SEO, analytics (Google, social media), and design platforms, such as Canva
- Familiarity with social media best practices
- Basic ability to manipulate data in Excel
- Cultural competency and sensitivity to diverse cultures, backgrounds, and communication styles
- Has a passion and commitment to the Chicago Area Runners Association's mission and the running community
- Is creative, enterprising, and inventive, with the ability to take ideas from concept to market
- Is a high energy 'people person' with excellent customer service and written communication skills
- Has an attention to detail, organized, reliable, punctual, appetite for learning
- Has strong computer skills, with the ability to quickly learn productivity, membership and participant management programs
- Is professional, able to collaborate in a team environment, and ability to remain calm under pressure and stress
- Is able to support load-in and load-out process for events, including lifting items up to 40 pounds
- Has access to reliable personal transportation, insurance, and a valid driver's license

General: This role reports directly to the Executive Director. The position will be based out of CARA's office in Chicago's Pilsen neighborhood near the UIC campus. This is a full-time salaried position (**\$45,000-\$50,000**) and includes CARA's standard benefit package which includes health and dental insurance (100% covered by organization). CARA offers its staff an opportunity for a flexible work schedule outside of active programming hours. Due to the nature and timing of running events this person should expect to work outside of standard business hours, including mornings and/or weekends (10-15). Due to weekend work requirements Monday is a day off for the entire team. This person should be prepared for routine travel to local events, current and future CARA races include (Wintrust Lake 10 Miler & 5K), (CARA Trail Series: Spring & Summer), (Chi-Town Miles) (Ready to Run 20 Miler) and programs throughout the Chicagoland area. The position start date is immediate.

To apply, email with subject line "Manager, Marketing/Communications, Membership" a letter of application, list of three references with contact information, and a link to applicants LinkedIn profile. In absence of a LinkedIn profile, a PDF resume will be accepted. Send application to tim@cararuns.org. No phone calls or in-person delivery of applications please. Letter of application should at minimum reflect an authentic interest in and understanding of this specific role.