

# Special Event Management, Operations & Marketing – 2018 Alamo Run Fest

*We have fun & we work hard  
but it's all worth it when the last  
person crosses the finish line!*



**MAKE A DIFFERENCE EVENTS™**

## About Make a Difference Events

Make a Difference Events (MADE) was established in early 2012 to create, manage and produce a national class running and fitness event in San Antonio that would help inspire, motivate and educate individuals about the benefits of a lifestyle of health and fitness. Another major goal of the event was to help raise funds for various charities, with most event affiliated beneficiaries supporting members of our military, their families and wounded warriors. It was also envisioned as an event that would welcome and accommodate individuals with various special needs and physical challenges, which it has accomplished, becoming an event with one of the largest number of wheelchair participants in Texas. It also now includes an 'Ultra-Accessible' 1K event for individuals with various special needs. The event also endeavors to educate the public that being fit doesn't always equate to being healthy, seeking to help educate people about 'total health' lifestyles.

As the only major City in Texas without its own big, 'home grown' running event, MADE created the Alamo Half and Alamo Run Fest to finally provide the Alamo City with its own, unique-to-San Antonio running & fitness event. The HEB Alamo Half is the 'Flagship' event of the Alamo Run Fest and in 2015 became the first running event since 9/11 allowed to run onto and through historic Fort Sam Houston (for 6 miles), after first passing through downtown San Antonio. All events of the HEB Alamo Run Fest, which include the HEB Alamo Half, Alamo 10,000, Alamo 5K and 'Ultra Accessible' Run, Walk & Roll 1K finish at center floor, INSIDE the Alamodome. The 2018 event is an "Official SA 300" Tricentennial event celebrating the 300th Birthday of the founding of San Antonio. Event weekend is April 14& 15, 2018.

## Description

This position includes the opportunity to work in and support, 'hands on' event management, operations and marketing. Past event organizational experience is a plus, but not required. Position works in direct support of the 2018 Alamo Run Fest event and its various production, logistics, volunteer management, entrant relations, Health Expo management, sponsor relations and activation, social media, PR, marketing and promotions, and general event operation functions.

## Hours / Pay

Hours of the position may range from part-time to full time. This is a 'seasonal' position with the work period ending on or about, between April 30 and May 15, 2018, TBD. Pay range may vary, based on experience. General hourly rate to begin at \$13 per hour. Additional details provided during interview.

**MADE's business office is located in Wimberley, TX.**



## **Position Duration Dates**

**Start Date: Feb. 1st, 2018 – Feb 10th, 2018**

**Finish Date: Between April 30th & May 15th, 2018**

## **Time Requirements:**

- Pre-event: 18 to 20 hours per week, building to additional hours closer to the event
- Event Week (4/9/18 – 4/16/18): close to full time plus weekends
- Post-event (after 4/16): 15 to 20 hours per week

## **Required Skills, Education, Qualifications, Etc.**

- Excellent Writing & Interpersonal Communication Skills
- A high level of computer competency
- Microsoft Office experience required (Outlook, Word, Excel)
- Good working familiarity with the various current Social Media channels
- Ability to effectively communicate with different personality types (i.e. volunteers & staff)
- Ability to work under pressure
- Detail oriented
- Stamina for long days during 'event week'
- Friendly, outgoing demeanor even when tired and under pressure
- Quick learner with initiative to solve problems
- Self-motivated and organized, willing to help with various projects (large & small) and ability to balance multiple priorities at once
- Good organizational and time management skills
- Have their own, reliable transportation (auto, truck, etc.)
- Have a strong desire to make a difference in helping build an event with a long term and significant health impact in a major city
- Must have own laptop computer
- Ability to lift/carry 35 pounds
- Personal interest and/or experience in running, triathlons, fitness, etc. is a plus

## **To Apply:**

Please send resume, one writing sample and a two to three paragraph statement and/or cover letter explaining your interest in working with Make a Difference Events and the 2018 Alamo Run Fest.

**Email to: [info@alamorunfest.com](mailto:info@alamorunfest.com)**

In the email Subject line please include: Alamo Run Fest Staff Position Inquiry

If you have additional questions, please contact Carl Owens, Event Co-Director at (210) 247-2221, ext. 1

**Additional information about Make a Difference Events and the Alamo Run Fest can be found at:**

[www.AlamoRunFest.com](http://www.AlamoRunFest.com) and [www.MakeaDifferenceEvents.com](http://www.MakeaDifferenceEvents.com)