

BOLDERBOULDER

POSITION TITLE: Communications Specialist

ABOUT US: Every year team BOLDERBoulder works closely with the Boulder community to put on 2 special and unique road races, the BOLDERBoulder and the ColderBOLDER, that see a combined total of more than 45,000 runners, walkers, and joggers.

The Races

The BOLDERBoulder, named *America's All-Time Best 10K* by Runner's World takes place on Memorial Day in beautiful Boulder, CO. Finishing at the University of Colorado's Folsom Field, this race is one for the bucket list and continues to amaze participants, spectators, and VolRUNteers year after year.

The ColderBOLDER, our holiday invitational and open races, takes place in (sometimes) chilly December on the picturesque CU Boulder campus. This sold-out race encourages participants, friends and family to celebrate a little cold sweat, the holidays and staying BOLD all year round.

ABOUT THE POSITION:

As America's All-Time Best 10K, and one of the Top 10 largest road races in the country, we have countless inspirational stories to capture and share with and about our thousands of participants, spectators, volunteers, and community members - year after year.

We are seeking to hire a head storyteller to curate, coordinate, direct and disseminate these stories through all types of Media and Mediums.

We are looking for...

-A good writer with formal Media Experience.

-Someone who understands traditional media/public relations and can draft Media Advisories and Press Releases.

-Someone with a well-developed network of media contacts and connections, including social media connections.

-Someone who can organize and host Media Events, Press Conferences and Welcome Events.

-Someone who can produce written and digital content to connect with multi-generational audiences to generate interest, awareness and involvement within the Bolder Boulder and running communities.

-Someone with digital media experience who can create a media kit/package to deliver footage, v-rolls, sound clips, and photos.

-Someone who has Social Media Experience, and/or a solid understanding of these media, and the ability to direct storytelling through the following channels:

- BOLDERBoulder website

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- BOLDERBoulder blog
- X (formerly Twitter)
- Facebook and Instagram / FB and Instagram story/reels platform
- TIK TOK
- LinkedIn
- RTRT Race tracking APP
- Race photography
- Video

The Head Storyteller will work closely with the following teams as described below:

- The **Race Director and Marketing Team** to develop strategy for communications and curated stories about, around and for the 45,000 Runners/Walkers, the Boulder community, Memorial Day, the Professional Athletes and Pro Races, Community Stories, Partners, Beneficiaries, Sponsors, and Volunteers.
- Our **Official Media Partners**, Outside Magazine, Daily Camera, Denver 7, KBCO, and CU's BuffVision, to support them in telling our stories in the best way possible.
- Our **Key Boulder Partners** including the University of Colorado, the City of Boulder, the Boulder Chamber of Commerce, and Visit Boulder.
- Our **Outside Marketing Firm** for coordination on marketing and creative pieces.
- Our **Sponsorship Director** regarding communication to our sponsors and race media.

Other responsibilities include leading and coordinating Race Day teams comprised of social media, video and photography professionals; coordination of Race Day music, including play lists; media list management and hospitality invitations; and photo and video storage and management.

ABOUT YOU:

You are a hard worker with sound and decisive judgment, excellent communication skills, patience, collaboration, and professionalism. You are happiest being a part of a community and build relationships with ease. You are comfortable in a fast-paced environment. You have knowledge of or have been a part of a local race community.

Our ideal candidate...

- Enjoys working in a small company where your efforts are greatly valued and appreciated.
- Wants to work with strong, energetic team members who are passionate about our BOLDERBoulder races, our storytelling mission and our impact on a world-wide community of race friends and supporters.
- Ability to work well with key teams and partners.

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- Able to work independently and as a strong team member.
- Enjoys working hard and having fun!

NUTS AND BOLTS:

JOB TYPE: Seasonal, Hourly, Non-Exempt (role increases from part-time to full-time from Mid-May through early June)

LOCATION: Headquarters – Boulder, Colorado

REQUIRED TRAVEL: 10-15%

PAY: \$25-\$30 per hour

REPORTS TO: Race Director

DIRECT REPORTS:

- Course Photographers
- Social Media Team
- Social Media Intern

BENEFITS:

As a seasonal position, benefits include:

- BOLDERBoulder Official Team Gear Kit
- Bonus Pay Eligible
- Meals/Snacks- provided race week, race weekend and race day