



319 Main Street, Saugerties, NY 12477
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www.Alpha.Win

HUDSON VALLEY MARATHON DIRECTOR OF MARKETING AND SALES

Alpha Win began producing multi-sport experiences in 2011 and now offers more than 14 multisport events each year across the country. A recent race addition included the Hudson Valley Marathon at the Walkway over the Hudson, which was held for the first time in May 2023 in Highland, New York.

Alpha Win is seeking a full-time Director of Marketing and Sales for the Hudson Valley Marathon to join our Saugerties, NY based team. Our ideal candidate is organized, dedicated, tenacious, and professional. A passion for endurance sports and the outdoors is a must.

The Hudson Valley Marathon Director of Marketing and Sales will lead in development and execution of current and new marketing strategies across all media platforms with the goals to increase participation and the overall athlete experience at the race. While the majority of the Alpha Win team works on all 14 races, this position is primarily for the Hudson Valley Marathon while in the office, with some travel and support on other events.

The candidate will have outstanding attention to detail, excellent organization skills, the ability to multitask, a passion for the PR and Marketing industries, and a fluency in social media platforms. We are looking for someone who is a creative, aggressive go-getter who is looking to join a positive, hardworking team.

Responsibilities include but are not limited to:

- Creating and managing social media pages and eblasts for the Hudson Valley Marathon
- Finding and meeting with clubs and businesses to help build race participation and sponsorships
- Recruiting and coordinating race volunteers
- Maintaining brand's reputation and exposure through strategic campaign planning and implementation
- Writing and distributing press releases, advertising (digital and print), media alerts and press kit materials

Additional responsibilities:



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- Maintaining photo libraries and press kit materials
 - Creating and manages multiple media databases
 - Customer contact and service
 - Communicating with vendors
 - Maintaining registration software
 - Traveling to other events around the country

Qualifications:

- 2 or 4 year college degree
- Experience in the triathlon or running industries
- Progressive customer service experience
- Strong written and verbal communication skills
- Computer proficiency including typing and data entry skills, competence with Microsoft Office suite, efficient internet searching skills, social media and ability to quickly learn new applications
- Ability to multi-task in a fast-paced environment
- Excellent organizational skills, with attention to detail and problem solving
- Friendly, outgoing and professional demeanor
- Ability to travel