

P3R, organizer of the DICK'S Sporting Goods Pittsburgh Marathon, is seeking a part-time **Brand Activation Specialist** to join our sports marketing team for a short-term special assignment. This position will help execute one of the largest marathons in the nation and will be part of the team that brings the most attended sporting event in the Greater Pittsburgh Area to life. This position will report to the SVP of Sales & Partnerships, and will help fully execute national and local brand activations during the 2019 DICK'S Sporting Goods Pittsburgh Marathon. This event-based position is designed for individuals who want to launch their career in sports marketing & sponsorship.

Duties and responsibilities include (but are not limited to):

- Work closely with the P3R to understand and execute partner brand activation and event marketing plans accordingly during race weekend
- Serve as informed staff member to help build relationships with runners, vendors, sponsors, team members, etc.
- Champion brand promises and take a solution-oriented approach to executing activation plans
- Work closely with P3R's Sponsorship team to help foster collaborative relationships with both internal and external stakeholders and partners
- Other responsibilities as assigned

Required qualifications:

- 1-2 years of relevant experience in marketing, event management, or sales
- Current student or working towards a bachelor's degree in marketing, communications, journalism, public relations, or related field
- Strong attention to detail and accuracy
- Strong interpersonal and planning skills
- Effective oral and writing communication skills
- Ability to manage time effectively, multi-tasking as necessary to thrive in a fast-paced, deadline-driven environment
- Have a go-getter mentality and be able to problem solve efficiently, displaying good judgment on when to escalate issues to leaders.
- Working knowledge of concepts and practices related to marketing and communications
- Full availability during the week of the 2019 DICK'S Sporting Goods Pittsburgh Marathon weekend of events (Monday, April 29, 2019 - Sunday, May 5, 2019)
- Occasional availability to attending meetings leading up to the DICK'S Sporting Goods Pittsburgh Marathon, as needed

Interested candidates should submit a cover letter, resume, and salary requirements to HR@P3R.org.

About P3R:

P3R is a nonprofit organization that is passionate about promoting the love of running and enhancing community access to health and fitness education and activities. Best known for organizing the acclaimed annual DSG Pittsburgh Marathon, we also manage a variety of other high-quality races, events, and health & fitness programs throughout the Pittsburgh region. While many of our races attract some of the nation's highest-profile professional athletes, we offer activities for all ages and ability levels. The only criterion for participation is a desire to be happy, healthy, and active! Read more at www.P3R.org.