



Boston Athletic Association

185 DARTMOUTH STREET, 6th FLOOR, BOSTON, MASSACHUSETTS 02116
617.236.1652 www.baa.org

Job title	<i>Marketing Part Time Assistance 2019</i>
Reports to	<i>Director of Marketing</i>
Date	<i>12/20/2018</i>

BAA Overview

The purpose of the B.A.A. is the promotion of the common good and the health and welfare of the general public and the encouragement of the general public to improve their physical condition by the promotion and regulation of amateur sports competition, with particular emphasis of long distance running events (especially the traditional annual Boston Marathon) and of track and field teams and meets and similar athletic exercises. Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of managing athletic events and promoting a healthy lifestyle through sports, especially running.

Overview of Role

Support the B.A.A.'s multiple branches of the marketing team with a number of tasks related to sponsorship management, sponsor activation, special event planning, expo planning, and content creation, among other things.

Primary Responsibilities

Sponsor Management & Activation

- Capturing Proof of Performance for Sponsors/Contributors/Licensees
 - This would include taking photos during event weekend
 - Also would include tracking social posts, etc.
- Post-Event Reports (collecting/organizing POP)
- Sponsor/Contributor/Licensee Deliverable Tracking – including Activation
- Sponsor VIP Bags, NAME TAGS (and Hospitality Event support)
- Create templates – track inventory, timelines, etc.
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- Participate in calls with sponsors and help follow up with certain post call deliverables.

Ticket (pre-onsite-post)

- Data Management
- Distribution
- Customer Service – answering emails-troubleshooting
- Ticket Troubleshooting
- Physical Ticket Distribution

Pre-Event Work

- Learn events to be able to solve problems when onsite
- BEO review
- Content Creation for Fan Fest/Expo
- Marathon Awards
 - Inventory /Numbering
 - Storage Mgmt.
- Mile/5K Awards/Ceremony

Expo and other assignments as directed.

Skills and Qualifications

- Excellent relationship building skills. Work as a team player.
- Ability to work collaboratively with fellow employees and key consultants.
- 1+ year(s) of relevant experience or coursework.
- Attention to detail.
- Demonstrated ability to assist with multiple projects.

Apply now by contacting opportunities@baa.org (please indicate in the email which position you are interested in applying)