



Are you a graphic designer with a passion for health and fitness? Would you like to see your art on the start and finish structures of the most prestigious road races in the southeast and on the shirts and medals worn by the proud finishers of those races? Are you interested in managing the brand of one of the largest running organizations in the world and working with its many community and corporate partners on co-branding initiatives? If you answered yes to those questions, Atlanta Track Club wants you to apply for the position of Manager – Brand and Design.

Atlanta Track Club is a nonprofit committed to creating an active and healthy Atlanta. Through running and walking, Atlanta Track Club motivates, inspires and engages the community to enjoy a healthier lifestyle. With more than 30,000 members, Atlanta Track Club is the second largest running organization in the United States. In addition to the Atlanta Journal-Constitution Peachtree Road Race – the largest 10K running event in the world, Publix Atlanta Marathon, the PNC Atlanta 10 Miler and Invesco QQQ Thanksgiving Day Half Marathon, Atlanta Track Club directs more than 30 events per year. Through the support of its members and volunteers, Atlanta Track Club also maintains a number of community initiatives including organizing and promoting the Kilometer Kids youth running program to metro Atlanta youth, honoring high school cross country and track and field athletes through Atlanta Track Club's Powerade All-Metro Banquets and fundraising for the future of Running City USA through the Atlanta Track Club Foundation.

Position: Manager – Brand and Design

Position Overview: Reporting to the Marketing Director, the Manager – Brand and Design oversees all applications of Atlanta Track Club's brand and registered marks by the organization itself and by licensed partners. This includes Atlanta Track Club, Atlanta Track Club Elite, Atlanta Track Club Foundation, Running City USA and Kilometer Kids. The Manager – Brand and Design will also ensure the proper application of brands and marks Atlanta Track Club is licensed to use. This position is also responsible for the concept, design and creation of all look and feel elements of Atlanta Track Club events, programs and initiatives. This includes but is not limited to signage, apparel, medals, race numbers and print and digital advertisements. The Manager – Brand and Design oversees the hiring and direction of all freelance photographers/videographers and serves as the photo editor for Atlanta Track Club's monthly magazine, *Wingfoot*.

Responsibilities Include:

- Oversee and facilitate the growth and evolution of Atlanta Track Club's brand and registered marks using the current Atlanta Track Club brand guidelines established in 2013 and refreshed in 2020.
- Manage the use of Atlanta Track Club's brand and registered marks by departments, events and programs within the Club and by licensed partners.
- Manage the use of partners' brand and registered marks by departments, events and programs within the Club.

- Develop “look and feel” of all Atlanta Track Club events, programs and initiatives.
- Lead the creation of event collateral not limited to signage, apparel, medals, race numbers and advertisements.
- Collaborate with Event Marketing Manager and Event Manager on creative and marketing theme/strategy/plan for Atlanta Track Club events and programs.
- Collaborate with Manager – Social Media and Graphic Design on look and feel, tone for Atlanta Track Club social media accounts and website.
- Lead the creation of branded merchandise with the Merchandising Manager.
- Oversee and approve the work of third party designers creating Atlanta Track Club collateral.
- Manage hiring and assignment of all freelance photographers and videographers.
- Manage storage and organization of Atlanta Track Club photo library.
- Create yearly event apparel strategy with merchandise manager.
- Serve as photo editor of Wingfoot Magazine.
- Play a supporting role in content generation for Atlanta Track Club’s social media channels.

Minimum Job Qualifications

- At least 2-3 years of graphic design and brand experience required (non-profit brand management a plus).
- Familiarity with the running and fitness community.
- Proficiency in Adobe Suite, Adobe Premiere, After Effects and Microsoft Suite.
- Strong videography, photography skills.
- Understanding of strong brand presence, brand awareness and brand guidelines.
- Ability to work creatively within set guidelines.
- Familiarity and understanding of trends within the running/fitness apparel industry.
- Understanding of social media platforms including but not limited to Facebook, Twitter, Instagram and Snapchat and the content that best fits the audience of those platforms.
- Must be a self-starter and possess the ability to work both independently and as part of a team.
- Must be highly organized, efficient, and detailed with ability to work creatively within set deadlines and a complex mix of requirements across different departments.
- Excellent problem solving and interpersonal skills.
- Flexibility to work weekends and extended weekday hours as needed to support the club’s mission.
- Ability and willingness to manage load-in and load-out process at events and other Club programming.
- Demonstrated passion for Atlanta Track Club mission.
- College degree preferred

Interested candidates should send a resume and cover letter to careers@atlantatrackclub.org. No phone calls please.