



D R A G O N F L I
M E D I A T E C H N O L O G I E S

Job Title: Grassroots Marketing Rep

Company: Dragonfli Media Company

Date Posted: January 3, 2019

Project: LaceUp Running Series

Reports to: Project Manager, LaceUp Running Series

Company/Project Information

Established in 2018, Dragonfli Media Technologies is an experiential events and marketing agency, connecting clients with consumers through brand strategy, storytelling, and content delivery. Dragonfli Media accelerates brand expression in ways yet imagined. The company has an extensive list of client partnerships including Facebook, Sony, Netflix, Instagram, Sierra Nevada Brewing Company, Lexus, Toyota, and Red Bull.

The Lexus LaceUp Running Series is Southern California's premier running race series. With events throughout the greater Los Angeles area, LaceUp connects runners with the thriving running communities present in each city. Whether attending Orange County, Ventura, Palos Verdes or Riverside, participants will enjoy a post-race brunch and Sierra Nevada beer toast in a lively Health and Fitness Expo. Scenic running courses are complemented with tech t-shirts, high-quality finisher medals, complimentary race photos, music, and more.

Position Information

The Grassroots Marketing Rep's primary role is to attend running race expos, running store events, and running club events to promote the LaceUp Running Series. This is a part-time, remote position. Hours vary per week based on event schedule.

Primary Functions

- Represent LaceUp brand and attend event expos in Orange, Ventura, LA, and Riverside Counties (estimated 10-15 annually) and running club/store events (estimated 15-20 annually)
- Coordinate with project manager to develop expo calendar
- Manage and store expo inventory (equipment, swag)
- Communicate with project manager to order new materials when necessary
- Clean banners, tablecovers, etc. when necessary
- Communicate effectively and foster team building
- Lift heavy objects (50 lbs.)
- Work weeknights, weekends and long hours during events or where applicable

Requirements

- You are required to attend and work various Southern California running races (Surf City Marathon, OC Marathon, Mountains to Beaches, Long Beach Marathon, etc.), all LaceUp races, and various other running events. Attending these events on behalf of LaceUp may prevent participation in these races.
- You are expected to have an operational computer with Microsoft Office and a functional cell phone.
- You are required to have transportation to and from events.
- You are required to store equipment and materials.
- Mileage, per diem, and lodging (when necessary) will be provided during travel/event days.

To apply for the position, email resume to Becky Hall at bhall@dragonflimedia.com. Please include relevant professional and running/endurance experience.

Project Website: www.laceuprunningseries.com