

# TWIN CITIES IN MOTION

## TCM Association Openings

### VOLUNTEER WITH TCM

Thanks for your interest in the Twin Cities In Motion Association. Please find descriptions of the current openings below. Apply by completing the TCM Association Interest Form at [tcmevents.org/volunteer](http://tcmevents.org/volunteer).

#### Volunteer Recruitment Division

##### Expo Co-Chair (2 positions available):

Help with recruitment of volunteers for the Health & Fitness Expo on Medtronic Twin Cities Marathon Weekend, and manage volunteers on event day.

##### Responsibilities include but are not limited to:

- Accountable for volunteer needs/instructions within said divisions/committee (creation, updates, and submission annually)
- Ensure proper documentation of position exists and is stored and updated at TCM
- Support volunteer recruitment through promotion within your networks in the Twin Cities community (TCM is founded on the connection and support of its volunteers)
- Monitor and communicate volunteer registration/gaps within your counterpart division
- Attend committee (volunteer and counterpart division) meetings as scheduled
- Discuss and cultivate best practices with the committee
- Ensure a positive volunteer experience (starting with check-in)
- Partner and integrate your role within counterparts on the TCM Association (Events & Services Division)

##### Commitment:

- Volunteer/assist in coordination for at least 2 additional events, in addition to marathon weekend responsibilities:
  - TC Kids Fieldhouse Fun Run
  - Valentine's Day TC 5K
  - Hot Dash 5K & 10 Mile
  - Medtronic TC 1 Mile
  - TC Kids Cross Country Fun Run
  - Women Run the Cities
  - White & Boom! TC Half Marathon, Relay and 5K
- Race weekend – (includes Saturday and Sunday, parts of Thursday and/or Friday)
- Attend in person committee meetings and conference calls as needed (subject to change based on effective email communication within committee)
- Attend 1-2 meetings/calls with counterpart committee (meetings determined with division based on volunteer needs discussions)

##### Skill Set:

- Communication skills & management of other volunteers
- Self-starter, driven and committed to ongoing change and continued improvement
- A positive attitude!
- Ability to work early in the morning on race day

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#### Volunteer Recruitment Division

##### Start Line Co-Chair (1 position available):

Help with recruitment of volunteers for the marathon and ten mile start line area on Medtronic Twin Cities Marathon Weekend, and manage volunteers on event day.

##### Responsibilities include but are not limited to:

- Accountable for volunteer needs/instructions within said divisions/committee (creation, updates, and submission annually)
- Ensure proper documentation of position exists and is stored and updated at TCM
- Support volunteer recruitment through promotion within your networks in the Twin Cities community (TCM is founded on the connection and support of its volunteers)
- Monitor and communicate volunteer registration/gaps within your counterpart division
- Attend committee (volunteer and counterpart division) meetings as scheduled
- Discuss and cultivate best practices with the committee
- Ensure a positive volunteer experience (starting with check-in)
- Partner and integrate your role within counterparts on the TCM Association (Race Operations Division/Start Line Co-Chairs)

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- Volunteer/assist in coordination for at least 2 additional events, in addition to marathon weekend responsibilities:
  - TC Kids Fieldhouse Fun Run
  - Valentine's Day TC 5K
  - Hot Dash 5K & 10 Mile
  - Medtronic TC 1 Mile
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#### Marketing and Public Relations Division

##### Marketing Experience Committee (MEC) Volunteer (1 position available):

The MEC volunteer will join a committee with 10 other members who strive to meet their goal to: Support TCM in marketing outreach campaigns, event experience design and activation, and to act as positive and knowledgeable brand ambassadors in the community. As a year-round committee member, the MEC team primarily volunteers at the Valentine's Day 5K, Hot Dash 5K & 10 Mile, Red, White and Boom! TC Half Marathon, Relay & 5K and Medtronic Twin Cities Marathon Weekend race events.

##### Key Responsibilities include the following, but are not limited to:

- Take one lead job task role throughout the year
- Attend monthly meetings, missing only one (if needed)
- Assist in 2 events throughout the year (one must be Red, White & Boom! or Marathon Weekend)

##### Key Skill Sets:

- Responsible
- Organized
- Knowledge of events preferred
- Excellent communication skills
- Initiative
- Ability to lift 25-50 pounds

Depending on which project (or projects) you chose to work on will determine your required commitment.

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#### Marketing and Public Relations Division

##### Communications - Content Creator (up to 2 positions available)

The key role of the Content Creator team member on the Communications and Public Relations Committee is to partner with TCM staff in creating innovative new content, from vision to execution, across a variety of platforms, as well as supporting and maintaining standard content development. Content Creator team members' specific tasks vary by person and year based on individual skills and talents and organizational needs, but generally include one fully-owned project in addition to general committee member responsibilities to attend meetings, brainstorm new ideas, contribute to team goals, and support content development and creation efforts to reach TCM Marketing and Experience department goals. Content Creator team members are typically leads in the execution of media and communications operations during the Medtronic Twin Cities Marathon Weekend.

##### Key Responsibilities:

- Attend monthly CPR meetings
- Attend TCM events as assigned
- Manage projects and deadline for owned projects
- Enthusiasm for the Twin Cities In Motion mission

##### Key Skills:

- Excellent written and oral communication skills
- Excellent customer service skills (writing)
- Able to work as part of a team – interacting with both staff and fellow volunteers
- Able to work independently while meeting deadlines important to teammates and the organization
- An enthusiasm for running and/or fitness
- Must be available to volunteer at TCM events, particularly Medtronic Twin Cities Marathon Weekend (Oct 4-6, 2019), Hot Dash 5K & 10 Mile (March 23, 2019), Medtronic TC 1 Mile (May 9, 2019), Women Run the Cities (May 19, 2019), and Red, White & Boom! TC Half Marathon, Relay & 5K (July 4, 2019).

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#### Marketing and Public Relations Division

##### Communications - Social Media (up to 2 positions available)

The key role of the Social Media team member on the Communications and Public Relations Committee's is to provide significant social media support during Twin Cities In Motion (TCM) events. Social Media team members represent TCM's brand, voice and identity while creatively covering events on multiple social media platforms and triaging customer service needs. Social Media team members' specific duties vary by person and event, but include availability during event times, posting engaging, high-quality content on social media, pro coverage and informal interviewing of race winners, and race-day social media customer service (usually via remote location). Committee members attend meetings to help brainstorm new ideas, contribute to team-selected efforts, and support content development efforts to reach registration and brand identity goals. All members are leads in the execution of media and communications operations during the Medtronic Twin Cities Marathon Weekend.

##### Key Responsibilities:

- Participate in monthly CPR meetings
- Be familiar with TCM and event branding
- Attend TCM events as assigned
- Provide significant social media support during TCM events using personal device(s) including original content creation and customer engagement/service
- Be alert and maintain reliable communication with staff members
- Conduct interviews and develop content to support professional athlete social media efforts
- Enthusiasm for the Twin Cities In Motion mission

##### Key Skills:

- Excellent written and oral communication skills
- Basic knowledge of social media channels including YouTube, Pinterest and Snapchat
- Experience in social media channels, specifically Facebook, Twitter and Instagram (professional experience preferred)
- Excellent customer service skills (writing)
- Able to work as part of a team – interacting with both staff and fellow volunteers
- Able to work independently while meeting deadlines important to teammates and the organization
- An enthusiasm for running and/or fitness
- Must be available to volunteer at TCM events, particularly Medtronic Twin Cities Marathon Weekend (Oct 4-6, 2019), Hot Dash 5K & 10 Mile (March 23, 2019), Medtronic TC 1 Mile (May 9, 2019), Women Run the Cities (May 19, 2019), and Red, White & Boom! TC Half Marathon, Relay & 5K (July 4, 2019).

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#### Events & Services Division

##### **Pro Lodging Captain – Pro Recruiting Committee** (1 position available):

Make sure all pro athletes have a positive lodging experience with a smooth check in and check out.

##### **Key Job Responsibilities:**

- Work with Pro Athlete Recruiter and hotel to ensure rooms are booked
- Work with Pro Athlete Recruiter to enter arrival and departure times into Excel spreadsheet and keep up to date with runners' information
- Keep track of the number of room nights
- Reconcile hotel nights charged with TCM records
- Resolve booking issues as they occur
- Manage TCM arrival desk at the hotel to assist athletes in securing rooms

##### **Key Skill Sets:**

- Detailed oriented and ability to multitask
- Knowledge of Microsoft excel
- Work well with people
- Team player
- Understanding of hotel industry

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#### Race Operations Division

##### Signage Chair – Race Operations Committee Member (1 position available):

Signage is essential for a safe and enjoyable event. The Event Signage Chair will assist in the set up and management of event signage on Friday, Saturday and Sunday of the Medtronic Twin Cities Marathon Weekend. This position will support TCM staff in gathering signage needs from all event divisions, communicating what signs need to be ordered, organizing signs prior to race week, and ensuring that signage is properly displayed throughout the start area, finish area and 27th mile areas. The Race Operations team and the Event Experience Manager on TCM staff will help with this process. As Signage Chair, your responsibility is to ensure that all necessary signs have been displayed in the correct locations. The Signage Chair is appointed by and reports to the Race Operations Division Director.

##### Key Job Responsibilities:

- Assist with annual warehouse signage inventory (in conjunction with TCM Staff)
- Assist TCM Staff in collecting signage needs from other volunteer divisions as needed
- Create signage delivery schedule, including:
  - Dates and times that each committee needs their signs in hands
  - Outline of who is responsible for displaying signage for each committee
  - If committees are hanging their own signs, coordinate sign bundle pick-up and drop-off
- Prepare and organize signs for distribution and labeling groups of signs based on committee, distribution location, and quantity (this occurs 2-3 weeks prior to the event)
- Attend monthly committee meetings prior to the event and other meetings as needed
- Be familiar with the State Capitol Grounds, the Saturday & Sunday event layouts, and the start line layout
- Partner and integrate your role within the Race Operations Division; work closely with staff and other committee members in the planning and execution of the event
- Assist event divisions in affixing event signage in correct locations at the start line, finish line, and 27th mile
- While Saturday and Sunday events are taking place, take operational photographs of displayed signs. Pay close attention to signs that need to be re-printed, signs that were not hung properly, could be positioned better, or any other possible improvement in the future
- Instruct individual volunteers assigned to help you with sign bundling and sign setup
- Available to work Friday, Saturday and Sunday of Medtronic Twin Cities Marathon Weekend (as needed)

##### Key Skill Sets:

- Organization
- Knowledge of events preferred
- A positive attitude!
- Excellent communication skills
- Initiative
- Ability to lift 25-50 pounds

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