



MEADOWS MARATHON ROLE DESCRIPTIONS

MARATHON COORDINATOR

JOB ROLE

Meadows Marathon (MM) Coordinator is responsible for ensuring the successful organisation of Meadows Marathon. This is a considerable time commitment as they oversee/manage the whole of the MM committee. They engage with a wide variety of external parties including the Edinburgh council, universities, and emergency services. As well as managing the Meadows Marathon Team, the Coordinator must keep the ESCA Trustees up to date throughout the process. The role requires effective communication and relationship-building skills, particularly when dealing with key stakeholders including the Event Planning Operations Group (EPOG).

They ensure that the MM committee has a clear to do list with delegated responsibilities and completion deadlines.

KEY ROLES & RESPONSIBILITIES

- Oversee committee towards the successful organisation of Meadows Marathon.
- Plan and chair weekly committee meetings.
- Ensure there is a clear agenda, that minutes are taken and disseminated to committee and that they include clear directions for members.
- Ensure the Meadows Marathon is delivered on time and on budget - work with Finance Coordinator to create budget for MM.
- Delegate tasks to Vice Coordinators and MM officers and monitor progress on these.
- Communicate progress of MM to ESCA's Appeal Coordinator.
- Ensure effective communication between MM team and external parties (e.g., University/Edinburgh City Council/EUSA).
- Use the Master List to keep on track with tasks and try to get actions completed ASAP.
- Contingency planning. You cannot fully prepare for every eventuality, but its best to at least consider what could happen and what you can do about it.
- Any other general duties as can be expected.



VICE-COORDINATOR (MARKETING)

JOB ROLE

The MM Vice Coordinators work closely with the MM Coordinator to ensure the smooth organisation of Meadows Marathon. They liaise with the other members of the committee to ensure that they are carrying out their tasks and helping where necessary. It will also be one VP's duty to oversee the marketing side of the event.

KEY ROLES & RESPONSIBILITIES

- Work alongside the MM Coordinator to oversee the successful organisation of Meadows Marathon.
- Attend all external meetings with the council and other third parties.
- Carry out any tasks as instructed by MM Coordinator.
- Help other member of the sub- committee to ensure that their tasks are carried out.
- Come up with marketing ideas.
- Ensure marketing stays on schedule.

VICE-COORDINATOR (OPERATIONS)

JOB ROLE

The MM Vice Coordinators work closely with the MM Coordinator to ensure the smooth organisation of Meadows Marathon. They liaise with the other members of the committee to ensure that they are carrying out their tasks and helping where necessary. It will be one VP's duty to oversee the logistical organisation of the event, volunteer recruitment and registration etc. Ensuring all external forms and licenses are completed in a timely manner.

KEY ROLES & RESPONSIBILITIES

- Work alongside the MM Coordinator to oversee the successful organisation of Meadows Marathon.
- Attend all external meetings with the council and other third parties.
- Help other members to ensure that their tasks are carried out.
- Carry out any tasks as instructed by MM Coordinator.
- Help other member of the sub- committee to ensure that their tasks are carried out.
- Oversee the operational elements of the event.



HEALTH & SAFETY OFFICER

JOB ROLE

This role is essential to the successful execution of Meadows Marathon. This role requires someone with an eye for detail and the ability to think practically. As the Health & Safety officer you will be responsible for sourcing Security, First Aid and Traffic Management as well as any documents and anything on the day regarding health and safety. You will be responsible for all the health and safety documents and making sure that they are all up to date. This includes the risk assessment, Fire safety plans (where registration will take place) and the event manual.

On the day, you will have to ensure the course is safe – look for potholes, course obstructions and any objects which could cause harm. You will need to ensure the first aid area is set up properly and any potential ‘trip areas’ are highlighted to them.

For traffic management and security make sure there are stewards where required and that all the barriers are set up where needed.

KEY ROLES & RESPONSIBILITIES

- Liaising with whole committee, outside vendors, Edinburgh university, EUSA.
- Problem solving will be involved throughout the planning stages and on the day.
- Organising Security, First Aid and Traffic Management.
- Review and update the event plan including the risk assessment.
- Getting invoices to Company Secretary in a timely manner.
- Attend all external meetings with the council.

LOGISTICS OFFICER

JOB ROLE

This role involves thinking about and coordinating all the practicalities of the event from including organising water, to liaising with the university on the route, and ensuring the event has everything it needs to succeed. This person should be highly efficient, logically minded and willing to take on ad hoc duties. As the logistics officer for Meadows Marathon, it would be your responsibility to ensure that all the equipment and vendors we need for the event to go ahead successfully, is arranged in advance. This role requires excellent communication skills, as you will be communicating with several outside parties such as t-shirt, medal and chip timing companies as well as the MM Team and the ESCA Appeals Co-Ordinator and Company Secretary. A high standard of time management is critical for this role as it is vital that orders are placed on time. The logistics officer also takes responsibility for the Meadows Spring Clean, an event that takes place the day before the marathon to clean up the meadows. On the day, you will work closely with the health and safety officer and VC of Logistics, to ensure that on the day operations run smoothly and that everything and everyone is where they are supposed to be.

KEY ROLES & RESPONSIBILITIES

- Sourcing quotes/costs.
- Procurement – medals, goody bags, t-shirts, etc.
- Liase with chip/race timing companies.
- Liaise with the University on MM route to ensure it doesn't clash with any works.
- Liaise with local businesses and residents that may be affected by the event.
- Assisting team members with their logistic needs.
- Ensure all set up is correct and liaising with stakeholders on race day.



REGISTRATION OFFICER

JOB ROLE

The Registration Officer oversees the registration process from start to finish. They will take control of setting up the online platform, manage this platform and plan on the day registration. This role requires someone who is organised and efficient and has a friendly manner as this person will be the main point of contact for all participants. This person should be willing to check emails/messages at least every two days. The marathon usually uses RaceNation.

On the day, you are responsible primarily for the check-in desk, but baggage and medal collection also fall under your remit.

The role involves quite a bit of administration, you will use Excel. You will also be one of the key people inputting data into the budget spreadsheet, as ticket sales are Meadows Marathon's primary source of income. You will oversee sending MailChimps (mass emails) out to customers.

KEY ROLES & RESPONSIBILITIES

- Responsible for setting up the registration platform with 'Race Nation'.
- Liaise with Race Nation on any registration issue.
- Ensure each of the races don't exceed their quota.
- Respond to all general enquiries via email and Facebook.
- Customer service & communication.
- Data input.
- Tracking sales.
- On the day manning of the registration desk.

VOLUNTEERS OFFICER

JOB ROLE

The Volunteers Officer will recruit Volunteers for the day as well as for the preparation sessions. This person should be highly organised and engaging and able to speak in public. This role gets busier near the time of the event but would be required to help with additional ad hoc tasks in the lead up. You will be responsible for organising the traditional volunteer's breakfast.

KEY ROLES & RESPONSIBILITIES

- Creating a volunteer training programme.
- Recruiting volunteers.
- Hosting a volunteering training session.
- Coordinate logistics for volunteers – incl. scheduling shifts, arranging food & water, ensuring adequate volunteer coverage on the day.
- Organising volunteers' breakfast.
- Carry out any other ad hoc tasks.



SPONSORSHIP OFFICER

JOB ROLE

The Sponsorship Officer is responsible for ensuring the event has as many sponsors as possible whilst maintaining the relationships with sponsors from previous years. It involves a lot of emails, calls and occasional meetings. Your aim is to find suitable sponsors, providing them with enough deliverables for the largest possible investment.

KEY ROLES & RESPONSIBILITIES

- Maintaining relationships with previous sponsors and building new connections.
- Develop a persuasive sponsorship package for potential financial sponsors.
- Develop a persuasive supporter package for potential non-financial supporters.
- Draft and deliver email/ phone/letter correspondence to potential sponsors/supporters.
- Liaise with the Marketing Coordinator to ensure business sponsors are featured on our social media platforms.

MARKETING OFFICER

JOB ROLE

The Marketing Officer is responsible for developing and delivering a marketing strategy for MM 2023, so it is vital that they are enthusiastic with an eye for detail. They oversee all social media for the marathon, this includes creating content, replying to messages about the event, overseeing Facebook ads and paid promotion, writing press releases. You must oversee sorting all the flyering and any other promotion for the event. Booking photographers for the day and doing the social media on the day.

KEY ROLES & RESPONSIBILITIES

- Creating content.
- Running social media in an effective way.
- Create a content calendar.
- Producing ideas for advertising.
- Create new ways of engaging the public.
- Be prepared to create content last minute to boost sales.

