

Employer: Fleet Feet Fox Valley

Job Title: Manager of Community Programs

Location: Appleton, Wisconsin or surrounding area

Employment Type: Part-time

Who We Are

Fleet Feet is a place where people discover movement, community, and the joy of showing up. We exist to help every runner, walker, and curious newcomer feel welcomed, supported, and equipped. Our programs and events bring that mission to life: from training groups to in-store clinics to celebrations that make the store feel like a second home.

What This Role Is All About

The Manager of Community Programs is the architect and conductor of all Fleet Feet training programs and in-store experiences. You'll build and/or roll out programs that meet people where they are, guide coaches and volunteers, and craft events that turn running into a shared adventure.

This role is about **community building**, **program quality**, and **running-journey support**. It is *not* responsible for generating new business partnerships or external revenue streams; that work belongs to the Partnership & New Business Manager. You'll collaborate, but each role keeps its own compass.

What You'll Do

Training Programs

- Build, plan, and manage all Fleet Feet training programs (from beginner 5Ks to endurance offerings). Note: not all programs need to be built; some may will be rolled out based on designs from our corporate program team.
- Recruit, hire, and support coaches and pace leaders.
- Ensure programs deliver a great experience: safe routes, knowledgeable coaching, clear communication, and a welcoming environment.
- Manage program registration flow, attendance tracking, participant communication, and post-program follow-ups.
- Create structures that help participants feel known, encouraged, and celebrated.

Community & In-Store Events

- Plan and execute in-store events: educational clinics, brand experiences, fun runs, workshops, product launches, and community gatherings.
- Coordinate logistics, scheduling, staffing, and on-site support for all events.
- Work with the retail team to weave store goals into the event calendar (e.g., seasonal gear focuses, special community nights).
- Ensure every event feels organized, energetic, and true to Fleet Feet's personality.

Program Experience & Growth

- Continually evaluate program quality using participant feedback and coach insights.
- Innovate new experiences based on the community's needs: new distances, themed groups, specialty clinics, youth programs, or seasonal challenges.
- Create communication plans for programs and events, including email, social content requests, and in-store materials.
- Serve as the go-to contact for program participants and coaches.

Collaboration

- Work closely with the entire Leadership Team, in particular the Partnership & New Business Manager for:
 - Race-related training program tie-ins
 - Event calendars that intersect with partner activations
 - Occasional shared logistics for big community moments
 - Maintain clear boundaries: you run programming; they secure partnerships and new business.

What You Bring

- Experience in coaching, program management, event planning, or community leadership.
- Strong organizational skills; you love a good timeline and tidy logistics.
- Natural warmth and communication ability; you help people feel at ease.
- Comfort leading groups, managing coaches, and guiding volunteers.
- Passion for running, walking, fitness, or helping people discover movement.
- A creative spark that helps programs feel fresh and meaningful.

What Success Looks Like

- Training programs run smoothly and consistently fill.
- Participants feel supported, connected, and inspired to return season after season.
- In-store events strengthen customer relationships and deepen community ties.
- Coaches feel prepared, valued, and aligned with Fleet Feet's mission.
- The annual calendar hums with thoughtful, well-executed experiences.
- An emphasis on collaboration, internally and externally. Let's not reinvent the wheel.

Compensation & Perks

- Hourly pay range typically **\$13–\$15/hour** depending on experience and responsibilities.
- Bonus opportunities tied to program participation and event success.
- Generous employee discounts and industry perks.
- Flexible hours and ability to work off-site.
- Opportunities for ongoing training and involvement in the running community.

How to Apply

Send your résumé and a short note about your passion for building community to Leah Schapiro (leah.schapiro@fleetfeetfoxvalley.com).