

Employer: Fleet Feet Fox Valley
Job Title: Partnership & New Business Manager
Location: Appleton, WI
Employment Type: Part-time

Who We Are

Fleet Feet is a hub for movement and belonging. We're a specialty running store that believes running changes everything, and we work every day to help our community find the right gear, the right support, and the right starting line. We partner with local organizations, coaches, medical professionals, and event leaders to make running more accessible and more fun for everyone.

What This Role Is All About

The Partnership & New Business Manager builds the bridges that help Fleet Feet reach more people and create more ways to serve them. You'll develop meaningful relationships across the community, seek out new opportunities, and help grow programs that bring Fleet Feet's expertise and energy outside the walls of the store.

If you thrive on connecting people, spotting opportunities, and turning "we should do that sometime" conversations into real impact, this role is your turf.

What You'll Do

Grow Community Partnerships

- Build authentic relationships with local races, clubs, schools, fitness studios, medical providers, and corporate wellness programs.
- Secure and manage sponsorships, group partnerships, and collaboration opportunities.
- Represent Fleet Feet at events, expos, meetings, fittings, and activations.

Drive New Business

- Develop strategic opportunities that expand Fleet Feet's reach, including team sales, corporate gear programs, group outfitting, and educational clinics.
- Create partnership proposals that reflect Fleet Feet's service-first approach.
- Track pipeline activity, revenue impact, and partnership performance.

Bring Collaborations to Life

- Work closely with the store leadership team to market and activate partner initiatives.
- Coordinate logistics for on-site and off-site fittings, wellness events, and community experiences.
- Support storytelling by sharing partner updates, event highlights, and opportunities for co-branded engagement.

What You Bring

- Experience in business development, sales, community engagement, or account management.
- A passion for connecting with people paired with strong communication, presentation skills, and relationship management.
- A self-starter mindset; you're energized by meeting new people and building something new. You're not afraid to hunt for an answer or create something if what is needed doesn't exist.
- Comfort working in a fast-paced, community-focused environment.
- Working knowledge of Google suit, basic budgeting, and navigating common technology platforms plus the ability to organize and document work.
- A love of running or movement. You don't need to be fast, but you should believe in the power of lacing up.

What Success Looks Like

- Strong relationships that elevate Fleet Feet's presence and purpose in the community.
- Growth in partner-driven business and event participation.
- Seamless coordination and standout experiences for partners and teams.
- A healthy pipeline of new opportunities that keeps the community moving forward.

Benefits & Perks

- \$16 - \$18/hr pay with a performance-driven bonus structure
- Generous employee discounts
- Opportunities for training, industry events, and community involvement
- Flexible scheduling for event needs
- Potential to grow into a full-time position or can be paired with sales-floor hours to be considered full-time and receive additional full-time benefits.

How to Apply

Send your résumé and a note sharing why you're excited about this role to Leah Schapiro (leah.schapiro@fleetfeetfoxvalley.com).