



POSITION DESCRIPTION

Purpose of the Atlas Collective

The purpose of the Atlas Collective is to boost our brand, raise awareness and be an advocate for our events. We can't think of anyone better to do this than you – our athletes who are at the heart of our events and our community. We want to bring you into our team – let's share the highs and lows, the pre-race nerves and the finish line moments. We will hand select individuals who share our passion for our events and personify our positive energy and love for running and wellbeing – whether you're just starting out on your journey and have story to share, a charity focused participant, or a seasoned participant. Our ambassadors will be key to help us spread the love for our events and create a social buzz.

What We Need From You....

- Represent Atlas Events positively in a multitude of settings including social media, in your local area, your running/swimming/triathlon community – basically everywhere!
- If you are active on social media, create great content that will be shared across the Atlas Events social media platforms.
- Generate brand awareness of Atlas Events through word-of-mouth marketing.
- Provide feedback and insight to our team – we value your input!
- Respond to enquiries from the public, media and other organisations.
- Commitment. We need you to be authentic; genuinely love our events and training for them. Be prepared to share your journey from your first training steps through to the finish line.
- A \$60 investment to be a part of the Atlas Collective team.

What We Will Offer You In Return.....

- One entry to a race of any distance of your choice in 2022 (Brisbane Marathon Festival, Sunshine Coast Marathon Festival, 7 Cairns Marathon Festival or Hobart Marathon Festival)
- 20% off a second event of your choice
- Personalised discount codes to share with your family, friends and followers.
- Exclusive Atlas Collective shirt – this will only be available to Collective members and not available to just anyone – wear this with pride!
- Access to exclusive ambassador merchandise shop
- The opportunity to be a role model within the community, sharing your passion for getting outside, running, swimming, riding, having fun and connecting with others. If you're serious about your chosen discipline or an elite, it's also an opportunity to show the dedication it takes to train and race to the best of your ability
- Access to our exclusive Atlas Collective Facebook group where you'll be able to meet, chat and be first in the know when it comes to our events. We'll be asking for your opinion and look forward to sharing ideas
- The potential to be featured across our social channels under our "Ambassador Spotlight"