



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.
- Be 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.
- We invite you to volunteer at our events by helping with tasks such as unpacking medals, assisting in our registration tent with handing out bibs and merchandise, setting up the event area, or helping with pack-up. We encourage everyone to commit to at least two 4–6-hour shifts per year.
- Chase the finish line, beat the clock! All runners (including Atlas Collective ambassadors) need to finish within the official cut-off times – we'll be cheering you every step of the way.
- A \$95 investment to be a part of the Atlas Collective team.

What we will offer you in return

- The opportunity to be a role model within the community, sharing your passion for getting outside, running, having fun, and connecting with others. If you're serious about your running, 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.
- The potential to be featured across our social channels under our 'Ambassador Spotlight'.
- Two free entries to races of any distance of your choice in 2026 (Hobart Marathon Festival, EVA Air Brisbane Marathon Festival, 7Cairns Marathon Festival or EVA Air Sunshine Coast Marathon Festival).
- Two 50% off entries to races of any distance of your choice in 2026 (Hobart Marathon Festival, EVA Air Brisbane Marathon Festival, 7Cairns Marathon Festival or EVA Air Sunshine Coast Marathon Festival).
- 15% off personalised discount codes to share with your family, friends, and followers (6 per event that you have entered)
- Access to exclusive ambassador merchandise shop
- Access to discounted event merchandise