

Job Title: Content Director
Department: Creative Services
Reports to: VP Brand

FLSA status: Exempt

Classification: Creative Professional
Supervises: None

Ragnar is looking for talented individuals to join our global tribe of adventurers. We are a group of active people who seek to work with individuals who work hard and play hard and have a deep desire to be successful. Ragnar is a premier series of overnight road and trail running relay adventures and other adventures headquartered in Utah with an international footprint.

Position Summary: Ragnar is looking for a passionate and talented storyteller to join our ranks. This position will be tasked with building content that not only tells a powerful story but creates a real opportunity to connect with our community. It is an open playground with work ranging from email, video, blogs, social and digital.

We offer a great benefits package including 75% paid health care premiums, 401K & match, open PTO policy, as well as one free Ragnar team registration per year.

About the Role

- Ideal candidates are not only terrific writers, but also sought-after collaborators, critical thinkers, and detail-oriented editors who work well in entrepreneurial environments.
- Responsible for building industry leading content by building and executing calendar and development for all of Ragnar's marketing channels including email, website, social media, blog, ads, etc.
- Bring our brand voice to life for each step in the runner journey that both inspires and informs – all with the humorous slightly irreverent Ragnar tone.
- Find and grow outside freelancers to develop a deep and agile pool of talent that can be deployed throughout the year to execute key content strategies
- Tap into our passionate community to help share and repurpose inspiring stories from runners, charities and key industry partners.
- Find the balance of metrics and creative to not only build amazing content but also move the needle for our business.

Who is a great fit

- We are looking for individuals who have a 3 to 4 years' experience and ready to grow to the next level in their career.
- You have a track record in producing great content yourself and through freelancers. You love to show your portfolio and share the background on how they came to life.
- It's a fast pace environment, so we need someone who is a self-starter with their own high bar of excellence.
- There is some travel in this position.



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