

Job Title: Content Marketing Manager
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 Utah-based company with a national footprint, we are a premier series of overnight road and trail running relay adventures and other adventures.

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.

Position Summary: The Content Marketing Manager is the overseer of Ragnar's robust brand content. They are the glue that holds the creative team together by driving on-brand content development and keeping a tidy house in project management. They are the go-between for the Creative and teams and the rest of the company (Market Development, Operations, Merchandise, and Sponsorship) to facilitate workflow and meet deadlines. They are the "editor" for Ragnar's voice and the planner of our content calendar. They are the point person for the contractors, freelancers and writers who help develop our creative assets.

Qualifications Required:

- BA/BS degree or higher in Marketing, Communications or relevant field required
- Minimum 3 years relevant experience
- Strong editing/writing skills to write, build, and optimize internally and externally developed content
- Strong campaign management, content development and project management
- The ability to balance process, budget, and deadlines
- Detail-oriented and diligent work ethic with excellent time management, and problem-solving skills
- Ability to excel in a highly-dynamic, fast-paced environment that requires a fast learner, flexible thinker and positive outlook
- Independent and self-motivated leader that has a solution focused, proactive teamwork style
- Excellent interpersonal and communication skills with the ability to work effectively as a member of marketing team and multiple cross-functional project teams
- Experience managing a team of freelance writers for multiple marketing needs – Email, website, blog posts, social media, etc.

Essential functions and responsibilities:

- Plan, execute, and manage content development.
- Act as project lead with internal departments and partners on the development and execution of brand communications
- Help humanize our response strategy by working with customer service to answer inquiries with brand consistency
- Oversee project management standards. Ensure content and brand campaigns and assets are awesome, on-brand and executed in a timely manner.
- Analyze and strategically leverage content KPIs and metrics to determine trends, successes, opportunities, etc and drive further content development.
- Create and execute content strategies to help convert readers, build brand awareness and likability, establish authority and reinforce compelling concept of our overnight, team, relay, running events.
- Manage freelance writers



RAGNAR RELAY
12 South 400 West, 2nd Floor
Salt Lake City, Utah 84101
TOLL FREE: (877) 83-RELAY
OFFICE: (801) 499-5024
FAX: (801) 499-5023
[RAGNAR RELAY .COM](http://RAGNARRELAY.COM)

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- Curate engaging content and stories from the Community to repurpose and share / distribute both internally and externally
- Lift up to 25 lbs.
- Travel occasionally

Nonessential functions:

- Interfaces with other departments, customers, and supplier representatives.
- Responsible for effective communication levels and fosters team building.
- Manage continuous improvement projects involving cross functional teams where necessary.
- Miscellaneous projects as assigned.
- Perform other related duties as assigned.



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