

Job Title: Channel Marketing Manager
Department: Marketing
Reports to: VP of Recruitment Marketing

FLSA status: Exempt
Classification: Full-Time
Supervises: None

Ragnar exists to make life more awesome. 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. Occasional physical labor and working some race weekends is a requirement.

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

Position Summary: We're looking for a Channel Marketing Manager with 3+ years of marketing experience to oversee and execute the marketing strategy for each Ragnar race. Ideally, we're searching for someone with a solid understanding of marketing best practices, proven project management skills, successful relationship building with sales and an understanding of the marketing environment including email, media buys, social, events, lead generation and content.

Reporting into the VP of Recruitment Marketing and ultimately the CEO, the Channel Marketing Manager must be able to multitask, prioritize workload and balance a diverse list of company and partner needs. The candidate must be extremely detail oriented, be able to work independently and manage/own the overall team registration strategy for each race.

Essential functions and responsibilities:

- Work directly with the Marketing Develop Manager (MDM) team to create short- and long-term marketing strategies that support team count goals
- Execute on partner and other paid media buys
- Work closely with the email, social, digital and design teams to execute on the various digital tactics for each race
- Oversee the management of project details & coordination from start to completion
- Act as the main point of contact for queries from the partner and MDM teams
- Responsible for managing race day activation
- Document all interactions using Salesforce.com
- Analyze data from various sources to determine the most effective marketing campaigns
- Maintain clear communication with various departments at all times

Qualifications:

- Bachelor's degree or higher in Business, Marketing, or related field required
- 3+ years of experience in digital marketing
- Agency / Media / Digital Media / Publishing experience preferred
- Production / Marketing / Event experience preferred
- Outstanding communication services skills
- Excellent written and interpersonal skills
- Highly organized
- Keen attention to details
- Knowledgeable of MS Office, Excel, PowerPoint. Salesforce.com is a plus

Travel Requirement:

- Travel to 2-4 races a year will be required



RAGNAR RELAY
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RAGNARRELAY.COM

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Physical demands and work environment: The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing duties of job, incumbent is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; talk and hear. Employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Work Environment: The noise level in the work environment is usually moderate.
- Some travel required.
- Working weekends and long hours during races.

To apply: Submit your cover letter with salary requirement and resume to jobs@ragnarrelay.com



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