

Job Title: Digital Marketing Specialist
Department: Marketing
Reports to: VP of Recruitment Marketing

FLSA status: Exempt
Classification: Creative Professional
Supervises: None

About Ragnar

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, a Utah-based company with an international footprint, is a premier series of overnight road and trail running relay 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 Digital Marketing Specialist will lead and implement digital marketing activities to create brand awareness and convert new teams to sign up for Ragnar events. This position will identify, prioritize, recommend and implement actions to improve user experience and conversion on the Ragnar website and other digital platforms by leveraging knowledge of web analytics, conversion best practices, content strategy, search engine optimization, etc.

Responsibilities

- Execute day-to-day digital initiatives that drive engagement throughout the consumer journey and increase brand awareness.
- Manage multiple race digital budgets and campaigns, with solid rationale, recommendations and strategies.
- Develop testing strategy and calendar to help increase our digital options, conversions and user experience.
- Prepare keyword search and implement PPC strategies that include best practices and budget.
- Analyze and strategize online network buys and provide weekly analysis for optimization and/or shift in goals.
- Ability to clearly present/communicate campaign proposals/direction to key stakeholders.
- Define and implement measures of success to achieve our goals.
- Stay current on all platform innovations, user experience changes and trends.
- Design and distribute reports / dashboards to key players to drive appropriate actions.
- Measure success and progress of media channels through social analytics platforms.

Qualifications Required

- BA/BS degree in Marketing, Communications or relevant field preferred.
- 2-3 years relevant experience in an agency environment or in a brand marketing environment focused on digital.
- Basic level of experience and technical understanding across a wide range of digital marketing disciplines — including search, mobile, content marketing, eCRM and data management — as well as an understanding of best practices in web design and development.
- Strong understanding of and passion for digital and emerging technologies and their marketing application.



RAGNAR RELAY
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- Outstanding creativity, writing, editing and proofreading skills.
- Well-organized with ability to multi-task and think outside of the box.
- Excellent interpersonal and communication skills with the ability to work effectively as a member of marketing team and multiple cross-functional project teams.
- Detail-oriented self-starter with the ability to prioritize projects, work within short time frames and meet deadlines.
- Knowledge of/experience with event marketing a plus.

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.

To Apply

Submit your cover letter and resume to jobs@ragnarrelay.com.



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