

Job Title: Digital Media Assistant
Department: Marketing
Reports to: Digital Marketing Manager

FLSA status: Exempt
Classification: Part Time (20-30 hours)
Supervises: None

Digital Media Assistant

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 the premier series of overnight road and trail running relay adventures.

We offer a flexible part-time schedule with great benefits like Ragnar gear, catered lunch on Wednesdays and travel opportunities.

Position Summary

Ragnar is seeking a highly driven, detail-oriented entry-level marketing professional to execute customer-facing digital campaigns with training and direction from the Digital Marketing Manager.

As a Digital Media Assistant, you will be responsible for implementing digital media campaigns across multiple platforms with an emphasis in Facebook and Google Adwords. Under the direction of the Digital Media Manager, you will learn to execute conversion-focused ad campaigns, monitor budgets, concept and write ad creative, perform A/B ad tests, track campaign results, and brainstorm optimization. You will be responsible for hitting performance KPIs and acquisition goals.

The ideal candidate has an analytical mind with the ability to identify strategic opportunities and optimize ads. The Digital Media Assistant must be highly attuned to details and will keep a valiant watch on segmentation details, timelines and budgets. The successful candidate combines creativity with strong written and verbal communication skills to write and test ad copy and present results. They're also active in social media and take note of media consumption trends.

It's important the candidate is a quick learner, technically-inclined, analytical, creative and eager to build professional skills in digital advertising. They are independent, motivated and can proactively identify and act on Ragnar's marketing needs.

Roles & Responsibilities

- Quickly learn to execute digital campaigns primarily using Google Analytics, Google Adwords, Doubleclick Adserver and Facebook
- Analyze and report on results using Excel and reporting technology
- Perform creative ad copywriting and minor design tasks
- Ensure campaigns are executed to the highest standard, on time, on budget and always with an eye on the targeted KPI
- Maintain brand and channel standards with stellar attention to detail



RAGNAR RELAY
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Basic Qualifications

- Nearing graduation or graduated with a bachelor's degree in Marketing, Business, Journalism, English or similar field
- High GPA and involvement in educational extracurriculars
- Strong written and verbal communication skills
- Driven, independent, detail-oriented and flexible

Preferred Qualifications

- Professional or educational experience in digital marketing
- Experience with Adwords, Google Analytics, Facebook ads and ad servers
- Excellent presentation, organization and project management skills
- High comfort level with online marketing measurement practices and attribution methods
- Highest standard of accuracy and strong sense of customer
- Ability to manage multiple competing priorities
- Interest in running or fitness

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



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