

Job Title: Director of E-Commerce and CRM
Department: Marketing
Reports to: VP of Recruitment Marketing

FLSA status: Exempt
Classification: Full-Time
Supervises: Email and Content

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: Reporting to the VP of Recruitment Marketing, the Director of E-Commerce and CRM will be responsible for analyzing, reviewing, recommending and building strategic and tactical changes to the Ragnar websites and CRM/email that drive business profitability by increasing visitors, improving conversion rates, and improving retention rates. The overarching metric this position will be held accountable for is team count.

Essential functions and responsibilities:

- Develop and execute both short and long term plans for continued sales & profit growth through prioritizing, and driving forward customer enhancements, functionality & campaigns on runragnar.com.
- Responsible for all race launches on runragnar.com
- Formulate and enhance our CRM strategy (based on consumer lifecycle & segments, race life cycle, etc.) increasing retention and revenue and optimizing ROI on campaigns.
- Establish and build a robust set of customer journeys and triggered campaigns to support customer lifecycle management.
- Analyze findings, identify trends and provide strategic recommendations for optimization and work with product, UX and creative to implement testing.
- Manage the maximization of customer lifetime value across digital channels, and ensure seamless ease of access and ease of transaction.
- Deliver insightful category and competitive analysis that will help shape a strategic and operational e-commerce program.
- Build organizational capabilities in the business and partner with senior management team to share best practices and collaborate on emerging trends and business opportunities.
- Work with merchandise team to optimize AOV on ragnargear.com.

Qualifications:

- Bachelor's degree or higher in Business, Marketing, or related field required
- 6-8 years of experience in digital marketing, ecommerce, website, and/or email
- Expert understanding of web metrics, testing methodology and optimization strategies
- Excellent analytical skills and proven track record of driving ROI
- Experience implementing and managing initiatives driven by personalization, data, customer segmentation, engagement and LTV of customer
- Experience working with UX/UI, product, creative and BI teams
- Deep understanding of Google Analytics and CRM/email software
- Outstanding communication skills
- Excellent written and interpersonal skills



RAGNAR RELAY
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- Highly organized and keen attention to details

Travel Requirement:

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

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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