

Job Title: Market Development Associate
Department: Marketing
Reports to: Senior Market Development Manager

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. The Ragnar Relay Series is the largest relay series in the country. Physical labor, heavy lifting, and working weekends and long hours during races is a requirement. This job will average 40-50 hour work weeks and most of those are at the office, in front of a computer.

We offer a great benefits package including 75% employer paid health care premiums, 401K & match, open PTO policy, and a free Ragnar race per year.

Position Summary: The Market Development Associate is charged with developing metrics, strategies and processes to enhance an existing market. Market Development Associates will work with an Operations counterpart to define event delivery requirements and with Marketing to define go-to-market and expansion strategies, offering research and data to support decisions on product positioning, messaging and identifying target customers. You will also serve as the internal and external evangelist for your event offering, working with the sales channel and key customers. A Market Development Associate's key role is primarily tactical.

Must enjoy spending time in race markets researching local issues, problems and opportunities. Must be innovative, solutions-driven and able to apply those skills to the broader market. Must be able to communicate with all areas of the company.

Essential functions and responsibilities:

- **Product:** Define product and market metrics that support customer retention and event growth. Manage a single event through the lifecycle.
- **Pricing:** Conduct market-by-market research and comparison analysis.
- **Positioning:** Research data to support Marketing in the creation of event image and identity with a focus on the beauty, uniqueness and character of your market. Implement market-by-market competitive analysis.
- **Promotion:** In conjunction with marketing, define event-specific marketing plans and execute on approval including managing the marketing calendar, identifying centralized services, developing grassroots marketing strategies and implementing all in-market activities.
- **Packaging:** Locate and develop content that will assist marketing in event delivery.
- Perform other duties as assigned.

Nonessential functions:

- **Partnerships:** Identify, develop and maintain all in-market partnerships that support events. Assist in lead generation and sponsor development working with the Sponsorship department.
- **Delivery:** Working with operations, meet deadlines on delivery and budget.
- **Customer Service:** Track and monitor all customer surveys/customer service issues.
- **Research:** Define and research critical areas including customer profiles and preferences, competitive events, market demographics and community priorities.
- Miscellaneous projects as assigned.

Qualifications:

- BA/BS degree or higher, marketing or management focus preferred
- Minimum of 1-2 years of marketing and/or sales experience or event management experience
- A proven ability to organize and prioritize under demanding circumstances



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 Market Development Management 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.

Travel Requirement: Anticipate up to 40% travel throughout the year

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 20 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 with salary expectations and resume to jobs@ragnarrelay.com



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