

Job Title: Market Development Manager
Department: Market Development
Reports to: VP of Market Development

FLSA status: Exempt
Classification: Administrative
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. Working weekends and long hours during races 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: Biggest focus for this position is direct sales of team registrations through various in market channels (running stores, running clubs, corporations, charities, etc.). This position will strategically identify those in market channels, pursue those channels, and get agreements in place. This position will also be charged with developing metrics, strategies and processes to enhance existing markets and expand new markets. 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. Market Management serves Operations in defining event delivery requirements and Marketing in defining launch and expansion strategies. Will offer research and data to support decisions on product positioning, messaging and identifying target customers. The function is primarily strategic rather than tactical, with the exception of in-market activities. All of that said, at the end of the day, direct sales is the main focus for the position.

Qualifications Required:

- BA/BS degree or higher required, marketing or management focus preferred
- 3-5+ years of sales experience
- Product/grassroots marketing or business management experience
- A proven ability to organize and prioritize under demanding circumstances
- 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.
- Knowledge of/experience with public relations and event marketing a plus.

Essential functions and responsibilities:

- **Sales:** Direct and indirect sales of team registrations through multiple in market channels.
- **Product:** Define product and market metrics that support customer retention and event growth. Manage events 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.

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



RAGNAR RELAY
12 South 400 West, 2nd Floor
Salt Lake City, Utah 84101
TOLL FREE: (877) 83-RELAY
OFFICE: (801) 499-5024
FAX: (801) 499-5023
[RAGNAR RELAY .COM](http://RAGNARRELAY.COM)

Job Title: Market Development Manager
Department: Market Development
Reports to: VP of Market Development

FLSA status: Exempt
Classification: Administrative
Supervises: None

- **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.

Nonessential functions:

- **Partnerships:** Identify, develop and maintain all in-market partnerships that support events. Assist in lead generation and partnership development working with the Partnership department.
- **Delivery:** Working with operations, meet deadlines on delivery and budget.
- **Customer Service:** Track customer surveys/customer service issues.
- **Research:** Define and research critical areas including customer profiles and preferences, competitive events, market demographics and community priorities.
- Manage continuous improvement projects involving cross functional teams where necessary.
- Miscellaneous projects and duties as assigned.

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.
- **Travel time expected:** up to 50%
- **Work Environment:** The noise level in the work environment is usually moderate.
- You must be able to run roads and trails so that you understand our product and the level of joy that running can bring to individuals. You do not need to be fast, slow and steady gets it done. This should excite you, not scare you.

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



RAGNAR RELAY

12 South 400 West, 2nd Floor
Salt Lake City, Utah 84101

TOLL FREE: (877) 83-RELAY

OFFICE: (801) 499-5024

FAX: (801) 499-5023

RAGNAR RELAY .COM