

Job Title: Market Development Manager
Department: Market Development
Reports to: Director 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. Occasional physical labor and working some race weekends (traveling to the race, or working remotely) is a requirement.

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 plus more!

Position Summary: Through strategic marketing and sales initiatives, the Market Development Manager (MDM) will support the marketing department in its goals to reach expected team registration sales for the year. Goals will be achieved while maintaining an appropriate balance between the needs of all invested parties including runners, partners, sponsors, and internal staff. Duties will include researching, cultivating, and the strategic planning of local and national marketing channel partnerships. Current channels include specialty retailers, run clubs, corporate partners, charities, and market influencers.

The MDM will be expected to work cohesively with the rest of the marketing team including digital, brand, and creative to help develop and support strategic marketing campaigns for each of 9-12 assigned events in 5-7 markets. MDMs are also responsible for select support and management tasks related to partnership deliverables, event registration launch, and marketing campaign & strategy assessment.

Essential functions and responsibilities:

- Lead the launch process for 9-12 races annually.
- Define and research critical areas including customer profiles and preferences, competitive events, market demographics and community priorities.
- Build a strong knowledge base and understanding of each assigned race market. Assess customer surveys and define product and market metrics that support customer retention and event growth.
- Using market-specific data, research, develop, contract/document and support multiple channel relationships for each of your assigned races.
- Build partnerships that result in team sales through multiple market channels.
- Manage marketing partnerships through the lifecycle of each race and each partnership.
- Conduct market-by-market pricing research and comparison analysis.
- Conduct research to support Marketing in the creation of event image and identity with a focus on the beauty, uniqueness and character of your market.
- Coordinate with the key marketing channels to launch races, promote specific campaigns, and develop deep grassroots strategy that promote the event and the brand.
- Locate and develop assets that will assist the marketing team in content development.
- Complete projects and initiatives by assigned deadlines.
- Maintain a high level of customer service with all customers, both external and internal.
- Appropriately allocate and maintain the assigned budget for each market. Contribute meaningful data to year over year budget development.

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



RAGNAR RELAY

12 South 400 West, 2nd Floor
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Qualifications:

- BA/BS degree or higher with a marketing or management focus preferred
- 3-5+ years of sales, marketing, or relationship marketing experience preferred
- A proven ability to build and maintain business relationships
- Highly developed analytical skills
- A proven ability to organize and prioritize multiple projects under demanding circumstances
- Outstanding writing, editing, and proofreading skills
- A high level of creativity and the ability to think outside the box
- Excellent interpersonal and communication skills with the ability to work effectively as a member of the marketing team and multiple cross-functional project teams
- Detail-oriented self-starter with the ability to prioritize tasks work with short timeframes and meet deadlines
- Product/grassroots marketing or business management experience preferred
- Experience with event marketing a plus
- Experience using Salesforce, writing contracts and negotiation a plus
- Experience running a Ragnar is also a plus

Other:

- Travel requirement: Anticipate up to 25% travel throughout the year

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.
- Occasional physical labor and working weekends and long hours during races is a requirement.

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