

Job Title: Market Development Intern  
Department: Market Development  
Reports to: Director of Market Development

FLSA status: Non-Exempt  
Classification: Administrative  
Supervises: None

**About Ragnar:** 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, a premier series of overnight road and trail running relay adventures, is a Utah-based company with an international footprint.

**Position Summary:** Through strategic marketing and sales initiatives, the Market Development Intern (MDI) will assist the Market Development team with select tasks supporting its goals to reach expected team registration sales for the year. Duties will include market research and campaign discovery, assisting in strategic planning of local and national marketing channel partnerships, and select campaign fulfillment and operational management tasks. The MDI 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 throughout the US and Canada. The MDI will gain experience in multiple steps in the event marketing process, from lead generation and discovery to partnership negotiation and execution. The MDI will also gain experience in commonly used project management and sales tools.

**Qualifications:**

- Undergraduate or Graduate student in the Salt Lake City Area who is majoring in sales, marketing, advertising, or business/ business development.
- Excellent verbal and written communication skills.
- Excellent proofreading and editing skills.
- Strong phone contact handling and active listening skills.
- Ability to multi-task, prioritize, and manage time effectively.
- Detail oriented.
- Proficiency with Microsoft office Suite including Word, Excel, and Outlook.
- Grassroots marketing/ Event marketing experience a plus.
- Sales experience a plus.

**Other:**

- This position is part time, approximately 20 hours/week
- This position is temporary, September 1, 2017 to December 15<sup>th</sup>, 2017
- Pay commensurate with experience
- Travel not required, but optional in-market travel to races may be available

**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

To apply: Submit your cover letter and resume to [jobs@ragnarrelay.com](mailto:jobs@ragnarrelay.com).



**RAGNAR RELAY**

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[RAGNAR RELAY .COM](http://RAGNARRELAY.COM)

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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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