

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

FLSA status: Exempt  
Classification: Administrative  
Supervises: None

**Position Summary:** 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.

**Qualifications Required:**

- BA/BS degree or higher, marketing or management focus preferred
- 3-5+ years of event management 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.

**Qualifications Desired:**

- Bachelor's degree.
- Minimum 3 years' relevant experience in event management experience.

**Essential functions and responsibilities:**

- **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.
- **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 sponsor development working with the Sponsorship department.

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



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- **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.
- Manage continuous improvement projects involving cross functional teams where necessary.
- Miscellaneous projects as assigned.
- Perform other related 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:** 50%
- **Work Environment:** The noise level in the work environment is usually moderate.

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