

Job Title: Market Development Specialist
Department: Marketing
Reports to: VP of Market Development

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% covered health care, 401K & match, open PTO policy, and a free Ragnar race per year.

Position Summary: The Market Development Specialist builds market position by locating, developing, defining, negotiating, and closing business relationships. This position will be tasked with working to develop a program, systems, and overall strategy around the specific channels of charity and corporations. Using current strategies and practices, this person will look to build out a series of best practices that can be used by the market development managers in each market that we serve.

Essential functions and responsibilities:

- Collaborate with internal resources to identify best practices and manage resources along with external partners to grow strategies
- Identify trendsetter ideas by researching industry and related events, publications, and other outside resources, specifically in the area of peer to peer fundraising within the athletic arena
- Locate or propose potential development ideas by contacting potential partners; discover and explore opportunities
- Screen development opportunities by analyzing market strategies
- Protect the organization's value and mission through the development of the programs. Brand must be at the forefront of all channel development
- Organize ideas and resources in order to develop out a measurable, replicable program that can be easily integrated into current market development strategies

Qualifications:

- Bachelor's degree
- Minimum 3 - 5 years developing corporate relationships
- Creativity/Innovation: Develop new and unique ways to improve the channel strategies
- Effective Communication: Listen well in order to articulate in a timely fashion
- Relationship Building: Establish and maintain positive working relationships with others both internally and externally
- Decision Making: Assess current practices and strategies to determine current value and relation to brand, and make clear decisions which are timely and in the best interests of Ragnar
- Organization: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities
- Problem Solving: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem
- Strong analytical and negotiating skills
- Excellent written and verbal communication skills
- Ability to multitask, prioritize and shift tasks as needed
- Detail-oriented and diligent work ethic with excellent time management
- Ability to excel in a highly dynamic, fast-paced environment that requires a fast learner, flexible thinker and positive outlook



RAGNAR RELAY
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RAGNARRELAY.COM

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- Work in the area of Peer to Peer fundraising, specifically in the athletic arena is a plus
- Business Development or sales experience is a plus

Travel Requirement: Anticipate up to 10% 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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