

Job Title: Marketing Coordinator  
Department: Marketing  
Reports to: Marketing Director

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. 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 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.

**Position Summary:** The Marketing Coordinator will be responsible for the flow of work in the Marketing Department. They are the glue that holds the team together. They track the flow of projects from initial discussions, tracks all tasks through project management software, ensures all assets are available, manages competing deadlines and assists staff in task completion. Must work well across departments, and understand differing needs in different channels. Needs a good sense of Marketing and has strong writing abilities. Must think long-term and turn strategies and initiatives into actionable tasks.

**Essential functions and responsibilities:**

- Multi-tasker extraordinaire. Manage projects across departments.
- Ability to manage projects and balance competing urgencies.
- Manage expectations and alleviate frustrations when deadlines are shifted.
- Must coordinate with Social Media and Creative Resource channels.
- Strong marketing sense.
- Ability to write on-brand, compelling copy.
- Tracks individual race launch calendars to ensure all marketing efforts are on deadline for each race.
- Help departments develop quarterly project plans and ensure that they are broken down into timely, actionable tasks.

**Qualifications:**

- Bachelor's degree or higher required.
- 1-3 years of project management/marketing experience.
- Excellent interpersonal and communication skills with the ability to work effectively as a member of the marketing team and multiple cross-functional project teams.
- Well-organized with ability to multi-task, time management, and high attention to detail.
- Detail-oriented self-starter with the ability to prioritize projects, work within short time frames and meet deadlines.
- Help ensure that the Ragnar's mission is implemented in our efforts.
- Have a drive to get ahead.
- Running, Outdoor industry or Events industry experience is preferred.
- Strong sense of brand. We are more than just an events company, and our decisions are inspired by what we what to accomplish in the world.
- Some travel required.
- Drive large vehicles up to 26' U-Haul trucks.



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- Heavy lifting (50 lbs.).
- Working weekends and long hours during races.

**Nonessential functions:**

- Interface with other departments, customers, and vendor representatives.
- Responsible for effective communication levels and fosters team building.
- 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.
- Work Environment: The noise level in the work environment is usually moderate.

