

Job Title: Social Engagement Specialist
Department: Marketing
Reports to: Sr Brand Manager

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 (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: This position is responsible for nurturing Ragnar's passionate online community, bringing awareness of Ragnar brand to new audiences through engaging content and meaningful online interactions, and turning fans into brand evangelists. This position is also responsible for keeping social media channels up-to-date with compelling, engaging and helpful content that is created with the participant in mind. Testing, reporting, providing insightful feedback and understanding of how community management and social media fit into big picture of the company is a must for this position.

Must be willing to work beyond the 9-5 hours to put out fires, keep a pulse on issues that may bubble up and also to be there to add a smiley-face emoji as a runner just achieved their wildest running dream.

Essential functions and responsibilities:

- Work closely with Sr. Brand Manager and VP of Brand to ensure goals and priorities are aligned.
- Be Ragnar's first line of defense; know problems even before they even hit Twitter. And when they do, react appropriately and in a timely fashion.
- Manage organic social media calendar to drive engagement, shares, positive feelings of brand, conversion, and retention. Develop, schedule and monitor content on all platforms.
- Be a voice for the customer and know them like the back of your hand. Know their pain points, what they love about Ragnar, what is important to them. Remind, insight and inspire marketing team with findings.
- Monitor all inbound runner inquiries, feedback and experiences. Respond, like or comment as necessary across all social media channels.
- Live, breath and sleep the motto "every customer must know they are heard."
- Know when to take negative feedback "off line" to ensure runners are heard and understood. Feel comfortable "calling the shots," on how to respond appropriately.
- Seek out opportunities to engage with potential runners, journalists, bloggers and media influencers and inspire them to be involved in our community or run our races.
- Engage in real-world conversations with Ragnar runners and turn fans into brand evangelists.
- Be fanatical about detail. The way hashtags are written, consistency, length of posts, target audience, color in photos, meaning and how message will resonate with audience.
- Create, execute and fulfill on contests, hashtag campaigns and sweepstakes.
- Balance and prioritize social media channels and be adaptable to putting more effort towards new and emerging platforms, i.e. Instagram Stories.
- Create social media calendar but be flexible and know when to push "in the moment content" live.
- Optimize video descriptions and playlist categories on YouTube channel. Ensure meta-descriptions, internal linking, and title tags on blog content align with content strategy
- Contribute to Blognar and Ragnar Trail Blog; Conduct interviews with runners, partners and charity groups to be published on blog.



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- Create Social Media reports about but not limited to; race weekend updates, contests and engagement.
- Constantly follow social media trends, track, monitor, test, execute, find out what works, repeat, tweak as needed, and see online space as a bottom-less pit of opportunity waiting to happen.

Qualifications:

- BA/BS degree or higher in Marketing, Journalism, Communications, Digital Media, English or relevant field required.
- Minimum 2-4 years' relevant experience in an agency or in-house environment.
- Demonstrated ability with customer service, community management and managing social media accounts.
- Extraordinary attention to detail.
- Clear communicator of tactics, trends and recommendations.
- Globally-minded – considerate of different perspectives and cultural differences.
- Proven critical thinking skills.
- Demonstrated customer focused mindset that transcends through writing, responses and thought process.
- Outstanding creativity, writing, editing and proofreading skills.
- Detail-oriented self-starter with the ability to prioritize projects, work within short time frames and meet deadlines.
- Strong communication (oral and written).
- Photography, graphic design or video background is a bonus.
- Work with running or outdoors brand is a plus.

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 25 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.
- Up to 25% travel required.
- Working weekends and long hours.

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

