

Job Title: Social Media Content Specialist
Department: Creative Services
Reports to: Social Media and Digital Brand Manager

FLSA status: Exempt
Classification: Creative Professional
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: This person is responsible for assisting the Social Media and Digital Brand Manager with strategy, content creation, writing, contests and competitive research.

Qualifications Required:

- BA/BS degree or higher in Marketing, Communications, Digital Media, English or relevant field required.
- Minimum 1 years' relevant experience in an agency environment.
- Demonstrated ability with blogging, web copy, and managing social media accounts.
- Adobe InDesign, Photoshop and Illustrator skills preferred
- 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.
- Ability to communicate and maintain a professional demeanor

Essential functions and responsibilities:

- Develop, schedule and monitor social media content for Ragnar Relay and Ragnar Trail accounts
- Help develop and implement Pinterest strategy for ecommerce products and brand awareness
- Engage with fans in meaningful way through social media accounts
- Create and execute contests, hashtag campaigns and sweepstakes
- Create competitive research reports
- Contribute to Blognar and Ragnar Trail Blog
- Conduct interviews with runners, sponsors and charity partners to be published on blog
- Assist with Social Media Customer Service Strategy
- Create post-race Social Media reports
- Stay up and report on latest social media trends
- Travel up to 25%.
- Lift up to 25 lbs.

Nonessential functions:

- Interfaces with other departments, customers, and supplier representatives.
- Responsible for effective communication levels and fosters team building.
- Manage continuous improvement projects involving cross functional teams where necessary.



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- 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 25 pounds, and travel up to 25%. 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 requirements and resume to jobs@ragnarrelay.com

