

Job Title: Marketing Director  
Department: Marketing  
Reports to: VP of Marketing

FLSA status: Exempt  
Classification: Full-Time  
Supervises: Email Marketing, Digital, Marketing Coordinator

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 Director will assume an important role in Ragnar where they will provide planning, leadership, execution and analysis for all marketing efforts. They will oversee all marketing strategies and communications from planning to development through implementation and analysis. They need to have an eye on industry trends and deep insights into customer data. This position will have an emphasis on team acquisition, high-level email marketing strategy, and digital campaigns. They need to support a strong staff and maintain high brand standards.

**Essential functions and responsibilities:**

- Works with the Marketing team and outside partners to provide pertinent data and services needed to meet the needs of faithful Ragnarians.
- Oversees Email Marketing, Digital ad campaigns, and the Marketing Coordinator and Content Coordinator.
- Manage staff of five.
- Deep data reporting and analysis skills.
- Provides short-term and long-term insights analysis of campaign effectiveness.
- Focus on results. This role will have a strong emphasis on team acquisitions and meeting yearly objectives.
- Helps coordinate projects and campaigns across channels.
- Helps develop yearly marketing plan.
- Must coordinate with Social Media and Creative Resource channels.
- Works with Market Development team to meet to develop new programs to ensure long-term sustainability of our races in the communities where we run.
- Strong focus on data & customer insights.
- Manages race launch calendar.
- Conducts yearly performance reviews and goal setting sessions with Marketing staff.
- Helps maintain a successful staffing model for Marketing by training, recruiting and developing employees.
- Reports to and works closely with VP of Marketing.

**Qualifications:**

- Bachelor's degree or higher required.
- Minimum 7 years of senior Marketing Management/Planning experience.
- Excellent people management and team building skills
- 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.



**RAGNAR RELAY**  
12 South 400 West, 2nd Floor  
Salt Lake City, Utah 84101  
TOLL FREE: (877) 83-RELAY  
OFFICE: (801) 499-5024  
FAX: (801) 499-5023  
**RAGNAR RELAY.COM**

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- Detail-oriented self-starter with the ability to prioritize projects, work within short time frames and meet deadlines.
- Strong email marketing, digital advertising, website, ecommerce and mobile applications.
- Data and analytics driven decision making
- Help ensure that the Ragnar's mission is implemented in our efforts.
- Creative approach to campaigns - from ideation to implementation and tracking of successes.
- 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 want to accomplish in the world.
- Some travel required.
- Working weekends and long hours during races.

**Other Essential 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.



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