



# EVENT COORDINATOR - GERMANIC MARKET

The incumbent will assume responsibility for organizing and realizing events that are included in the marketing strategy of the Germanic Market. She/ he will report to the Event Manager and work in the regional HQ (GER) in Holzkirchen (close to Munich).

## MAIN INTERFACES

### Internal

- < Close collaboration with the Retail Department concerning the showrooms at different events
- < Cooperation with the division of Public Relations and Online Marketing regarding communication of our events through our different media channels
- < Working together with the Sales Team relating to Dealer Events
- < Collaboration with certain dealers in terms of individual events support

### External

- < Cooperation with different companies within and outside of the bike sector regarding Sponsoring and other partnerships
- < Collaboration with service contractors for our events
- < Provide the best event set-up to our end consumers

## KEY RESPONSIBILITIES AND OUTPUTS

- < Organization and implementation of events like test events, festivals and exhibitions fairs
  - o Budget planning for the events
  - o Location searching and check
  - o communicate with the location concerning the requirements etc.
  - o Loading and driving event vehicles
  - o Maintaining of event material and bikes
  - o Set-up and dismantling of the event area
  - o Service at the event regarding the consumer (adjusting bikes, communicate with the customers and giving product information/ sales advices)
  - o Prepare event reports (analyzing the relevant event data)
- < General management of the event attendees (registration and communication)
- < Ensure int. & external fairness and competitiveness of remuneration practices, processes and policies.
- < Be responsible for the warehouse and inventory of the Event Department

## KNOWLEDGE AND EXPERIENCE REQUIRED

### Academic background

- < **A** degree in sports management or event management or other related graduation is presupposed

### Experience

- < **2+** years of experiences regarding event organization or project management is essential
- < Excellent **MS** Office skills (MS Excel, MS PowerPoint)

### Language skills

- < English (advanced)
- < Another European language would be an advantage

## KEY COMPETENCY REQUIREMENTS

- < Strong and proven organizational skills
- < well-structured way of working
- < communicative and social competences
- < a passion for cycling is a must

-> Interested? Please apply via <https://boards.greenhouse.io/specialized/jobs/1097095#.WssqPX8uCUk>

