

# HYROX

## Sports Nutrition Retail Manager | EU

**HYROX** - The World Series of Fitness Racing is a global sport event series that started in 2017. It is the new sport of fitness racing, composed of a community of fitness enthusiasts training towards a common goal. Inspired by millions of active people around the world considering fitness as their lifestyle, HYROX offers a competition-based experience for everybody - of all fitness levels & backgrounds. **Myprotein**, the world's leading online sports nutrition brand, partners HYROX as their Global Nutrition Partner. The collaboration supports both brands in their empowerment of fitness communities, with a training methodology and healthy lifestyle that is transformative.

### Description

We are looking for an enthusiastic activation manager to join our European team. Responsible for bringing the Sports Nutrition Partnership to life at our HYROX races, and ensuring consistency is achieved across the HYROX Race Calendar. This role is based in London and will involve significant travel and a blend of responsibilities around how we maximise our partnership for both brands, plus attuning to the eyes of the consumer.

### Core Responsibility

- Own the operations, delivery and presence of HYROX licensed Nutrition products (Myprotein) at selected HYROX Races within the calendar.
- Planning, strategy, approvals, set-up, execution, breakdown and reporting on Nutrition Partner's physical presence at each HYROX race within the global calendar.
- Develop a comprehensive strategy to ensure product and merchandise sales are maximised at the events.
- The ability to juggle multiple work streams within the same project - such as product, marketing, sales, staffing, contractual obligation, influencer/VIP appearances.
- Working effectively across functions with teams such as Social, Marketing, Comms, Influencer, Events, Logistics, Ops, Brand & Product - to provide a consistent value and return to Myprotein through these activations.
- Managing and delivering to a pre-prescribed budget for activation across the world.
- Deliver each HYROX Race Activation to a consistently high standard while managing stakeholders along a critical path throughout.
- Working collaboratively with various suppliers, freelancers and venues to bring our partner brand to life consistently throughout the race calendar.
- Be dynamic and able to balance multiple projects simultaneously as the HYROX Race calendar moves from city to city.

# HYROX

- Ownership of post-event reporting against pre-agreed KPIs and objectives, turning these into learnings and action points to continually develop our offering.
- Comfortable and confident and public-facing on-site at events, educating and explaining sports nutrition products to drive event-day sales and impact.

## Competencies & Requirements

- Sports nutrition relevant background with work experience in direct retail and event organisation
- Positive and sports driven mindset and work attitude, ready to support a new and modern Sport become a global success story
- An understanding of HYROX as a sport, the fitness industry and the major players within it
- Ability to work under pressure and to deadlines
- Organisational skill with the ability to problem solve on your feet
- Ability to form strong relationships with both (senior) internal and external stakeholders
- Project management experience and confidence working with multiple teams on large projects
- Comfortable working with high budgets and delivering within set parameters
- Ability to travel globally, at a high frequency
- Teamwork Orientation and fluent English skills
- London based with valid UK work permit

## Benefits & Compensation

- Competitive pay based on experience level
- Competitive holiday & PTO plans
- Central London office location
- Fun team environment
- Chance to grow with the biggest current fitness trend

For consideration, we're looking forward to your cover letter and CV as .pdf.  
Your contact person is Jago Malonek.

**APPLY HERE**