

HYROX

Affiliation Manager I ITALY

HYROX

HYROX - The World Series of Fitness Racing is a global sports event series, started in Germany in 2017. It's the new sport of fitness racing that caters for enthusiasts of all levels training towards a common goal. The competition starts with a 1 km run, followed by 1 functional fitness workout, repeated 8 times. This combination of functional strength exercises, high-intensity interval training and endurance makes HYROX unique. The HYROX events are held in large arenas and host up to 6,000 participants per day. HYROX has grown to a global event series with over 90 events globally in our current 24/25 season.

HYROX365

Our mission is to bring the healthiest performance training and education to gyms and coaches all across the world. HYROX365 evolved on the back of the global growth of the HYROX, servicing gyms worldwide to prepare their members for the World Series of Fitness Racing. HYROX365 developed a comprehensive suite of services and features that will help gyms integrate HYROX fully into their gym ecosystem with all the necessary support functions to aid them in delivering group classes, educating their coaches, marketing HYROX to drive member retention and acquisition as well as benefit financially from HYROX's brand partnerships. Headquartered in Hamburg, Germany, with team members across the globe, HYROX365 has a passionate team of sports science experts, academy educators, program developer and various commercial and supporting roles to service our 3.000 partner gyms. With HYROX365 still in its infancy, it harbors a start-up entrepreneurial mindset where being self-reliant and proactive are essential to be successful and be able to help drive the growth of the organization.

THE ROLE

Reporting in a matrix structure to the Managing Director of HYROX Italy and the Global Head of HYROX365, the Affiliation Manager in Italy is a key role in the organization. Responsible for implementing the gym affiliation strategy and further develop the HYROX365 gym and coaches' affiliation business, the Affiliation Manager is responsible for developing and executing strategic sales plans to promote growth and customer upselling as well as working closely on a lead generation marketing strategy to drive inbound. This role requires an individual with a deep understanding within the gym vertical with a proven track record in setting up B2B sales structures within set KPI parameters. The role will be exclusively based out of Milan, Italy with occasional travel required.

KEY DUTIES & RESPONSIBILITIES

Onboarding and Account Management

- Work closely with the product support team on onboarding and account managing a high volume of affiliates in a time efficient and resource neutral manner
- Assist gyms and coaches, acting as main point of contact for all matters relating to HYROX365, affiliation, education path and participation to the Italian events
- Monitor the Italian market to protect the HYROX IP rights and coordinate the cease-and-desist process in case of violations in cooperation with the legal team

Sales Activity

- Build out a sales conversion strategy on the back of inbound and outbound sales activities, relevant for every style of gym, from national gym chains to single operators
- Proactively reach out and develop key relationships to national gym operators
- Upsell HYROX products and services

Sales Target

- Have strong focus and drive to reach and over perform commercial targets
- Accurately report and forecast the business on a monthly and quarter basis

Internal Communications & Events

- Within the matrix organization, work collaboratively within the territory structure as well as the HYROX365 project structure, sharing expertise and leading global project groups.
- Attend all HYROX Italy events (4-5 per season)

SKILLS & EXPERIENCE

- 3+ years of customer care, front office services or B2B out- and inbound sales
- Experience in the sport, fitness, or gym industry.
- Friendly and collaborative personality with a positive "can-do" attitude
- Exceptional organizational skills, time management, ability to multitask, prioritize, and work calmly under pressure. Excellent attention to detail
- Proactive problem-solving and decision-making skills. Ability to assess situations, make informed decisions, be creative and innovative and adapt plans as needed
- Fluent in English and Italian
- Willingness to travel and work outside regular office hours, including weekends and nights, is mandatory. We are a small team and there will be tasks that fall outside of the above key responsibilities
- Where necessary, have a flexible mindset to pick up relevant tasks to support the overall.
- Proficiency in Excel, Word, PowerPoint and Google Drive

Tasks and responsibilities might change as the business grows and adapt to participant, sponsor and gym requirements.

Please send your resume and motivation to become our Affiliation Manager I Italy to the email account people@hyrox.com