

# HYROX

## Country Licensing Manager Job description

### 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.

### THE ROLE

Reporting to the Director of Licensing and JVs, the Country Licensing Manager is a key role in the organization. The Country Licensing Manager is responsible for executing the country licensing strategy to drive the growth and adoption of the overall HYROX brand while improving workflows and processes. This role requires the ability to craft messaging both through internal team and partners and analyze relevant data points to optimize communications and give guidance to licensees. In addition, the ideal candidate needs to be hands-on and highly organized as will be involved in many aspects of the event management process on-site and remotely. The role will be exclusively based out of Milan, Italy with occasional (international) travel required.

### KEY DUTIES & RESPONSIBILITIES

- Work closely with the Director of Licensing and JVs to develop, optimize and evaluate our licensing process and strategy and implement new procedures in cooperation with HQ
- Coordinate prospect and support negotiations
- Oversee the licensing operations and collaborate with the various HYROX departments to ensure a seamless service
- Serve as the lead point for all licensees and craft guidelines for the teams to optimize the flows
- Work with HYROX partners, suppliers and vendors to assist licensees in their operations
- Track and monitor the licensees' journey and create relevant reporting
- Create reporting for the team to define next steps and results
- Support licensees with their supply of HYROX official equipment and material as well and with the registration process and staff planning
- Project Manage the licensees journey (e.g. reviewing event timelines, volunteer plans, ticketing set up with athletes team)

- Track/control licensees' budgets and invoices together with HQ finance department
- Develop an understanding of the fitness market in the relevant region based on the participant base along the athlete's journey
- Attend 7-8 HYROX worldwide events per season

### **SKILLS & EXPERIENCE**

- 3+ years of licensing, franchising or account management experience
- Experience in the sport or event 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. Additional languages are a plus
- 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 Country Licensing Manager Italy to the email account [people@hyrox.com](mailto:people@hyrox.com)