

HYROX

Ticketing Marketing Manager | ITALY

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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 in a matrix structure to the Managing Director of HYROX Italy and the Global Head of Athletes Management, the Ticketing Marketing Manager in Italy is a key role in the organization. Responsible for jointly implementing a promotional ticketing strategy to support the growth and adoption of the overall HYROX brand and making work flows better, the Ticketing Marketing Manager is the direct liaison to our ticketing partner and to our customer service teams. This role requires the ability to craft messaging both through internal team and customer service routes and analyze relevant customer data points to optimize communications and give guidance to the marketing team. In addition, the ideal candidate needs to be hands-on and well organized and will be involved in many aspects of the event management process on and off-site. The role will be exclusively based out of Milan, Italy with occasional travel required.

KEY DUTIES & RESPONSIBILITIES

- Work closely with our ticketing partner to develop, optimize and evaluate our ticketing process and strategy and implement new features in cooperation with HQ
- Oversee from an operational point the HYROX Italy ticketing platform and collaborate with the other regional heads
- Serve as the lead point for the Italy customer service team coming in via mail and social media by creating guidelines for the team
- Work with the timing & registration vendor to remedy all customer service issues (work with their software etc.)
- Create promotion codes for gyms and promotions

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- Track and monitor the athletes' journey to create reporting for the marketing team
- Create reporting for the team to define next steps and results
- Coordinate the on-site registration process, staff planning and optimize the flows
- Budget control of the Athletes Management department of Italy
- Develop an understanding of the fitness market in the Italian market based on our participant base along the athlete's journey
- Attend all HYROX Italy events (4-5 per season) plus 2-3 events for season in Europe

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.

Interested? Then we're looking forward to your online application. Just upload your CV and answer our questions in the application form.

APPLY HERE