

HYROX

Marketing Manager | North America

HYROX - The World Series of Fitness Racing is a global sport event series that started in 2017. HYROX is the new sport of fitness racing, composed of a community of fitness enthusiasts training towards a common goal. HYROX provides a journey of personal improvement and community driven success for people of all fitness levels & backgrounds. Inspired by millions of active people around the world considering fitness as their lifestyle HYROX offers a competition based experience for everybody together with strong partner brands like Puma, Red Bull and Myprotein and more.

Description

The HYROX North America team, based in Chicago, IL, is looking for a proactive Intermediate Marketing Manager to drive the growth and brand presence of HYROX in the U.S. market. This hands-on role will be responsible for achieving sales goals via development and execution of marketing campaigns for national, local and associated partner initiatives, content creation oversight, and support/rollout of global marketing efforts. The ideal candidate has experience in developing marketing strategies, campaign management and content creation, and a passion for fitness marketing.

Core Responsibilities

U.S. Local Market Development and Execution

- **Campaign Strategy:** Lead the strategic planning of both national and localized marketing campaigns to build brand awareness and engagement in each U.S. region.
- Leveraging both digital and on-the-ground efforts, align strategic planning to associate sales goals per event release and promotion tactics, regional objectives, partner contracts, community building initiatives, etc.
- **Campaign Execution:** Own complete implementation and execution of targeted marketing strategies, start to finish.
- Develop and abide by project management timelines, as communicated to associated dependencies (including U.S. and global teammates, partners, etc.)
- **Campaign Measurement/Optimization:** Manage comprehensive tracking and reporting to analyze campaign performance, using insights to refine tactics and achieve regional KPIs.
- Budget/Fiscal Management: Oversight and management of U.S. Marketing Budget

Global Marketing Collaboration

- First U.S. POC for Global Marketing Leadership
- Collaborate with global marketing teams to ensure U.S. campaigns align with HYROX's brand and messaging strategy across all regions, seamlessly.

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- Contribute to global initiatives by providing U.S. market research/local insights and content that can enhance overall brand messaging.
- Drive U.S. participation in cross-regional marketing initiatives, leveraging global resources for impactful local activation.

Content Creation and Management

- Manage local U.S. content creator role
- Develop engaging content, including social media, email marketing, blog posts, and other digital assets to support both local and global campaigns.
- Work closely with local and global creative teams to produce on-brand visuals and multimedia content that appeals to the local audience.
- Support on-the-ground marketing needs for events by creating various creative branding materials like signage, event promos, and digital content to enhance attendee experiences.

Team Collaboration

- Work alongside the U.S. and Global sales, product development, and operations teams to create a cohesive and aligned marketing strategy.

Qualifications & Competencies

- Bachelor's degree in Marketing, Communications, or a related field and/or credible experience
- 4+ years of experience in marketing roles focused on strategic campaign planning, campaign execution, content creation, and project management.
- Proven track record in local market activation and brand building.
- Strong written and verbal communication skills, with a talent for content conceptualization and storytelling.
- Experience in working with Google Suite and project management software is a plus.
- Self-motivated go-getter, with excellent organizational skills and a results-oriented mindset.
- Willingness to travel and ready to join HYROX on-site events
- Positive and team-oriented, ready to support a high growing sport to become a global success story
- Previous experience in fitness, sports, or event marketing is a plus.

Benefits & Compensation

- Based on your experience level the salary ranges from approx. \$70,000 to approx. \$85,000 p.a.
- Attractive Holiday & PTO plans
- Health insurance plan
- Retirement savings scheme
- Attractive office location in River North, Chicago IL.

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- A relaxed work atmosphere in a supportive team, flat hierarchies, and short decision-making paths, along with autonomy and creative freedom in your daily work.
- The chance to grow, learn, and thrive with opportunities for development in a dynamic, expanding global fitness brand.
- The opportunity to impact HYROX's success in the U.S. market while connecting with a global community and impacting hundreds of thousands of individuals around the globe.

For consideration, you just need to upload your CV as a pdf and answer our questions on our application platform. We look forward to receiving your application!

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