

WE'RE HIRING!

FIELD MARKETING & FIELD SALES COORDINATOR (UK)

Company: Spartan & Tough Mudder UK (*subsidiary of Spartan Race Inc. USA*)

FULL TIME

COMPETITIVE SALARY

UNLIMITED HOLIDAY

Accountable to: Angelia Murshed (Regional Marketing Manager, USA)

Location: Central London office with regular required to undertake the principles of the role

About Spartan and Tough Mudder:

From our humble beginnings in 2010, both the Spartan and Tough Mudder brands have grown exponentially across the globe, now operating in over 42 countries, delivering over 250 events annually and welcoming 10+ million people to our start-lines. Our mission throughout remains clear, to transform 100 million lives, and we are well on our way to achieving that goal.

From day one, we've built a culture to reflect that philosophy, bringing on quirky people who are great at what they do and passionate about our events and customers. Together we have created brands that have become movements and lifestyles; in just six years, we've helped our communities fundraise over £5M for UK charities and had over 10,000 people get Tough Mudder or Spartan tattoos. The opportunity ahead of us is vast, and we continue to look for the best, brightest and most badass to join us.

Our ideal candidate wants more than a few lines on their resume - they want to help build a company that changes the lives of millions of people for the better. This role will give you the opportunity to push your boundaries and find out what you're capable of, to work with and learn from incredibly smart people, and, most of all, to enjoy the journey of helping to market a world-class events organisation.

Sound like something you can get on board with?

The Job

Tough Mudder & Spartan are seeking a passionate and committed Field Marketing and Field Sales Coordinator. This role will be responsible for forging and maintaining B2B partnerships nationally for

Spartan Race and Tough Mudder's 77+ events and coordinating/assisting with Exit Tent sales on-site at events. This role reports to the "National Field Marketing and Field Sales Manager" to increase brand awareness, build partner loyalty, drive event ticket sales, and exercise strategic marketing relationships.

Main Duties and Responsibilities:

- Assist on-site at 6-8 events per year
- Establish and maintain relationships with B2B partners such as gyms, non-profits, corporate campuses, and more through free and discount ticket code initiatives
- Perform outreach and manage inbound leads to build a strong partnership network
- Coordinate on-site vendor booths on an in-kind basis
- Promote and facilitate on-site ticket and pass sales to first-time attendees and returning customers.
- Continuously gather feedback to enhance existing processes.
- Become knowledgeable on all products under the Spartan Race Inc. organisation
- Assist in the preparation and organising of promotional material or events
- Execute tasks as directed by the "National Field Marketing and Field Sales Manager" before, during, and after events.

This is a fixed term, full time contract running until December 31st 2024.

STILL THINK YOU'RE THE BEST PERSON FOR THE ROLE?

Please email Angelia.Schmidt@spartan.com with your CV and cover letter. Applications close: 11:59PM on 7th July 2024.