

# Colombia Jobs Expertini®

## Sports Manager

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Company: Red Bull

Location: Bogotá

Category: other-general

### Company Description

When Red Bull was founded in Austria in the mid 1980s, it marked the launch of not only a new product but also a unique marketing concept. The first can of Red Bull was sold in Austria in 1987, creating a whole new product category – Energy Drinks.

Today, Red Bull operates in over 175 countries, selling over 11.5 billion cans annually and growing! Above all, our people remain the essential ingredient in bringing the Red Bull brand to life. In Austria more than 2,000 individuals, representing over 60 different nationalities, work together to grow the brand and deliver great products and experiences by Giving Wings to People and Ideas.

### Job Description

#### **PURPOSE OF THE JOB:**

Establish Red Bull as a strong consumer-focused brand by designing and executing a short-, mid- and long-term sports program achieving strong credibility of the product and brand, perfect brand awareness, offering personal experiences to our consumers and adding actuality to our brand by following the global Red Bull sport strategy and general brand habits and principles and by completing and implementing global and international sports programs and portfolios.

Be the reference of the brand values for the rest of Departments and employees within the company.

## KEY RESPONSIBILITIES

### 1 . **Start and improve a highly credible athletes' program by:**

selecting relevant national sports personalities with a perfect brand fit and optimize impact and efficiency via professional target setting and controlling,

servicing with the best individual package (performance, marketing, communication),

on-going optimization of these co-operations.

creativity and the range of disciplines/sports/playgrounds are (nearly) unlimited.

### 1 . **Design, develop and improve an innovative and outstanding national event program by inventing and executing new event and athletes' projects.**

Concepts are tailor-made and highly relevant for regional and national consumer groups offering personal experiences to participants and spectators and creating unique media content.

### 1 . **Cross Program Execution**

Establish Red Bull as a credible and functional beverage in the national sports landscape (sport scenes, opinion leaders, sport industry, agencies, media, federations, authorities etc.)

Raise the daily usage/sales on a broad scale.

### 1 . **Design and contribute unique stories, interesting topics, new formats and top media content for Red Bull Media House and answer all sports-related consumer requests.**

### 1 . **Strong usage of Red Bull's global athletes and event portfolio by:**

using international Red Bull athletes nationally and

sending national participants (Red Bull athletes or not) to foreign Red Bull activities.

### 1 . **Responsible for Brand appearance for national sport program (including Fields) according to international benchmarks and guidelines.**

1 . **Responsible for information transfer (both directions) via the Red Bull InfoNet for all sports-related topics (updated athletes and event factsheets, calendars, contacts etc.)**

1 . **Run a extremely motivated national sports department by:**

challenging and developing skills and knowledge of all sports colleagues

cooperating with top professional and innovative external partners, freelancers and agencies.

Supervise, direct and support Field Marketing Managers in all sports-related affairs.

1 . **Responsible for Department's budget and accomplishment of the annual BP figures.**

1 . **Run the national sports department on the high Red Bull standards in terms of professionalism, wit, smartness, efficiency, budget truth, legal, sales orientation and creativity.**

## **Qualifications**

### **EDUCATION AND QUALIFICATIONS**

Studies in general marketing, sports marketing, business or media.

### **EXPERIENCE**

1 . At least 4 years of previous work experience in sports industry, sport, events or marketing agency, sport institution or federation, or as a journalist, professional athlete or trainer.

### **KNOWLEDGE AND SKILLS**

1 . Fluent in written and spoken English. EDV (Word, Excel, Power Point, etc.).

2 . Ability to design and organize events and projects of all scales

3 . Global company vision: management of strategic, marketing, communication, logistic, finance, legal and sales-oriented challenges.

4 . Ability to select service and manage athletes based on sportive performance,

marketing and communication facts.

5 . An understanding of sports-performance, specialist knowledge and experience

### Additional Information

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