

Sports Manager

[Apply Now](#)

Company: Red Bull

Location: Bogotá

Category: other-general

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.

RESPONSIBILITIES

Areas that play to your strengths

All the responsibilities we'll trust you with:

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.

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.

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. **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. **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. 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. **Responsible for Brand appearance for national sport program (including**

Fields) according to international benchmarks and guidelines. Responsible for

information transfer (both directions) via the Red Bull InfoNet for all sports-related

topics (updated athletes and event factsheets, calendars, contacts etc.) 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. **Responsible for Department's budget and**

accomplishment of the annual BP figures. 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.

EDUCATION AND QUALIFICATIONS

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

EXPERIENCE

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

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

Ability to design and organize events and projects of all scales

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

Ability to select service and manage athletes based on sportive performance, marketing and communication facts.

An understanding of sports-performance, specialist knowledge and experience

Travel 20-30%

Sports Manager

Red Bull

Giving wiilings to people and ideas since 1987

In the 1980s Dietrich Mateschitz developed a formula known as the Red Bull Energy Drink. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category.

What drives us Chasing our potential

Since the early days of Red Bull, an entrepreneurial mindset has always guided our approach to work and the environment we create:

Meaning

Find your meaning and use your strengths to achieve it!

The bigger reason why you work. To contribute and add value to something or someone.

Freedom & Responsibility

Take real responsibility for yourself and your work.

To have the freedom to work on something the way you want to.

Mastery

Love life, love work, love to challenge yourself!

Turn your talents into strengths to become excellent at what you do.

[Apply Now](#)

Cross References and Citations:

1. Sports Manager Chefjobsnearme Jobs BogotáChefjobsnearme ↗
2. Sports Manager Johannesburgjobs Jobs BogotáJohannesburgjobs ↗
3. Sports Manager AtlantajobsearchJobs BogotáAtlantajobsearch ↗
4. Sports Manager ReceptionistjobsJobs BogotáReceptionistjobs ↗
5. Sports Manager PsychiatristjobsnearmeJobs BogotáPsychiatristjobsnearme ↗
6. Sports Manager Logisticsjobs Jobs BogotáLogisticsjobs ↗
7. Sports Manager Lahorejobs Jobs BogotáLahorejobs ↗
8. Sports Manager UnitedarabemiratesjobsJobs BogotáUnitedarabemiratesjobs ↗
9. Sports Manager Jobdescriptionsample Jobs BogotáJobdescriptionsample ↗
10. Sports ManagerVisualcontentcareeropportunities Jobs Bogotá
Visualcontentcareeropportunities ↗
11. Sports ManagerMaintenancejobsJobs BogotáMaintenancejobs ↗
12. Sports ManagerSearchlondonjobs Jobs BogotáSearchlondonjobs ↗
13. Sports ManagerFindsalesjobs Jobs BogotáFindsalesjobs ↗
14. Sports ManagerIndonesiajobs Jobs BogotáIndonesiajobs ↗
15. Sports ManagerTopjobsearch Jobs BogotáTopjobsearch ↗
16. Sports ManagerNetherlandsjobs Jobs BogotáNetherlandsjobs ↗
17. Sports ManagerFree-job-postings Jobs BogotáFree-job-postings ↗
18. Sports ManagerNgojobsJobs BogotáNgojobs ↗
19. Sports manager Jobs Bogotá ↗
20. AMP Version of Sports manager ↗
21. Sports manager Bogotá Jobs ↗
22. Sports manager JobsBogotá ↗
23. Sports manager Job Search ↗
24. Sports manager Search ↗
25. Sports manager Find Jobs ↗

