

WE'RE HIRING!

SOCIAL MARKETING MANAGER (EUROPE)

Company: Xchange Sport & Event AG (*subsidiary of Spartan Race Inc. USA*)

FULL TIME

COMPETITIVE SALARY

UNLIMITED HOLIDAY

Accountable to: Tyler Bradbury (Senior Director of Marketing, USA)

Location: Remote with event attendance required

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 Social Marketing Manager. This role will be responsible for forging and maintaining the social media presence nationally for Spartan Race and Tough Mudder's 77+ events and coordinating with other key departmental stakeholders.

This role reports to the “Global Head of Social Marketing” to increase brand awareness, grow the social community, drive event ticket sales, and exercise strategic marketing campaigns.

Main Duties and Responsibilities:

- Management of all owned and operated EU market social accounts for Spartan and Tough Mudder (+ country partner Spartan Europe social media accounts)
- Focus on event performance social marketing to Increase the reach and relevance of brands in those communities by creating entertaining and viral content, collaborating with key influencers, activating at events, developing campaigns, and other related initiatives.
- Develop, manage, and execute key brand social campaigns that drive towards business goals
- Ability to manage and oversee social media calendars for multiple accounts and networks while reaching KPI targets
- Work closely with a network of content creators, ambassadors, influencers, and external resources to support the brand's entire global social strategy
- Keep up with relevant and trending topics within the industry and leverage across Spartan and Tough Mudder social media to drive engagement and increase awareness
- Ability to manage a team of contractors and work closely together on strategy and execution
- Take on one-off marketing and growth hacking projects
- Identify new internet trends and opportunities to spark viral conversation and potential content creation and partnerships
- Lead on communication with Spartan Media team on weekly output and requests through project management software (Asana) that directly impact Spartan Race and Tough Mudder European market activation
- Act as dotted line to Digital Marketing Director for ad campaign asset needs, alongside Tyler Bradbury
- Capable of editing daily videos, as necessary, to meet volume goals across multiple Spartan Race + Tough Mudder Europe channels
- Attend 6-8x Spartan Race events throughout the year, covering the event on social real time and collecting footage for future content use

Qualifications:

- 4+ years experience in managing social media accounts including content/audience development and brand growth in the sport, health, fitness, fashion or entertainment industry
- Proficient in media (platforms and channels on and offline, market and industry trends), social (organic and paid content), experiential, advertising & content (channel creative

strategy, production of various formats, best practice), measurement (analytics and benchmarks), and community/passion-point based marketing

- Skilled at photography, videography, graphic design, video editing, storytelling, and copywriting.
- Working knowledge of social media apps for creating and editing content
- A network of connections in the entertainment, tech, internet, and other relevant industries necessary to facilitate brand growth and development
- Understanding of the landscape and development of trends in the new media and entertainment business
- Strong communication skills and attention to detail is a must- with proven project management skills to get things done
- Creative mindset with the ability to solve tough problems and handle pressure to meet deadlines
- Passionate for storytelling through multiple media types, both visual and written - Willing to work nights, weekends, and holidays as these are busy periods for the company

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

Please email tyler.bradbury@spartan.com with your CV and cover letter. Applications close: 11:59PM on 2nd July 2024.