REDBULL (ANKARA)
FIELD MARKETING SPORTS SPECIALIST İŞ İLANI

JOB DESCRIPTION:

- ✓ **SPORTS STRATEGY (60%)**

- A full appreciation fort he regional landscape with a focus on Sports. In tune with scenes insight and trends upon which to make informed decisions and future plans,
- Conceptualize and implement Red Bull titled events and projects in the region that build brand image and love,
- Activate the Red Bull brand as a valid and innovative contributor to 3rd party events/projects,
- Build a credible "Friends of Red Bull" network in the sports industry and associated media that can support and enhance Red Bull projects,
- Be responsible with all budget spend to ensure the program demonstrates strong return on investment (ROI),
- Fully review key initiatives to ensure both pre-agreed targets and budgets are met,
- Think Commercially in respect of Red Bull's legacy within the region's given sporting scenes,

- ✓ **EXTERNAL ROLE EXPECTATIONS**

- Support the wider Field and National teams on live events, placing particular focus on key sporting initiatives,
- Work collaboratively to unify Anatolia&Black Sea region with all corners og the business,

- ✓ **PEOPLE MANAGEMENT (40%)**

- Manage and coach 14 Student Brand Managers who represent Red Bull on university / collage campuses in Anatolia&Balck Sea Region,
- Build tailored marketing plans for each SBM and coach on delivery,
- Recruit&Train new talent at student level and grow them into budding advocates of the brand and marketers, placing a focus on consumer experience,

GENERAL QUALIFICATIONS:

- Istanbul Commerce University graduate,
- 1 year marketing and live events experience,
- Active in Sports and open minded about the breadth of the industry,
- Strong geographical and scene knowledge of ankara and Anatolia & Black Sea Region,
- Strong social media understanding and regular interactor,
- A strategic thinker who takes initiative and ownership and "makes things happen",
- Strong analytical skills and the demonstrated ability to creatively solve problem,
- Excellent oral and written communacition skills in English with the ability to interact effectively,
- Advanced user of MS Office applications,
- Excellent communication skills,
- Ability to work and conribute effectively in teams,
- Good planning and organization skills&ability to manage multiple projects with tight timeliness,
- Ambitious with high desire of achievement,
- Result – oriented & Customer – oriented,
- Turkish native, Fluent in English,

NOT: In your cover letter, please include an explanation of why your experience is specifically relevant to this role at Red Bull. We want to see your personal style – what makes you tick and why you think your next opportunity is here with us.

SON BAŞVURU TARİHİ: 05.02.2015

Yukarıda şartlara uyum sağlayan ve başvuruda bulunmak isteyen mezunlarımız fotoğraflı özgeçmişlerini cv@ticaret.edu.tr adresine mail atarak yapabilirler.

Not: Bu ilan, sadece İstanbul Ticaret Üniversitesi öğrencilerini ve mezunlarını bilgilendirme amacı taşımaktadır.

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Kariyer Planlama Merkezi Müdürlüğü
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