

# BUSINESS DEVELOPER & STRATEGIST (MEDIOR+)

Are you a natural connector, storyteller, entrepreneur and do you want to build and grow with CityLegends? Then we are looking for you!

## **Introducing us**

We are an Eindhoven based start-up that markets an urban sports community-art platform worldwide. These urban sports, such as freerunning, are becoming increasingly popular, partly because skateboarding and BMX freestyle have been added to the Olympics. In recent years, this has also awakened brands and municipalities. CityLegends offers a digital environment where urban athletes are connected, they challenge each other, share hotspots, show and appreciate each other's passion. When, with whom and where they want to. CityLegends is also more than 'just an app'. We offer brands and cities creative activation campaigns to connect their city or brand more strongly to urban communities. Together with our partners, we work towards our goal: to become the most engaged and creative urban community worldwide.

*'The city is yours'*

## **What are you going to do?**

For CityLegends we are not just looking for a salesperson, but for someone who can take our B2B clients - the cities and brands - into a story. You are responsible for reaching them in a creative way and making them enthusiastic about the urban possibilities of CityLegends. When international brands and cities think of 'urban sports & culture', they will think of you. Together with the rest of the management team, you set out the business and marketing strategy. Above all, you continuously look for opportunities how CityLegends can make a global impact in a cool, scalable and sustainable way.

You will build expertise on an international level, learn directly from expert partners such as the Urban Sports Performance Centre, Hulan and imec.istart, and work closely with the founders. Do you want to seize these opportunities and conquer the world?

## **You are**

A natural connector, entrepreneurial, creative, authentic and a storyteller. You are familiar with new digital marketing techniques and thought leadership. You find it challenging to develop business models, to set up campaigns and you are not a fan of standard newsletters. In addition, you love working in a start-up environment to create a creative digital world with new technologies such as Augmented Reality. Logically, you are also curious about urban sports such as skateboarding, breakdance, BMX and freerunning.

## **What we expect**

- Graduates+ / HBO+ work and thinking level;
- 3-5+ years of relevant experience and a dose of creativity;
- Experience with the public sector or world of brands in the field of sports, lifestyle, (event) marketing or smart cities. Pre: Experience in Germany or England;
- Seeing technology and urban trends and translate them into business opportunities and (sales) strategies;
- Excellent in English and possibly German (pre);
- Building and managing your own business development team;
- Unique opportunity - Entrepreneurship: join CityLegends and realise global impact.

*Above all, you think along with the wildest ideas for CityLegends!*

## **What do we offer?**

We offer the opportunity to work in a dynamic environment with global potential. You will be part of a committed urban team with a strong drive to make an impact in and outside of the Netherlands.

- Freelance, part time and full time possible;
- Opportunity to work on the future of urban sports around the world;
- Great projects with big cities and multinational brands;
- Great opportunities for growth - sky is the limit;
- The most legendary target group, urban sports & culture;
- Confidence to fill in your own work and make your own planning;
- Market conform salary and 25 holiday days based on experience;
- 2 to 4 home working days and a workplace at urban hotspot Area51, Eindhoven.

## **Are you the business legend and leader we are looking for?**

Are you interested? Then send your CV and a short motivation letter to Jimmy Hermans, co-founder CityLegends: [Jimmy@citylegends.nl](mailto:Jimmy@citylegends.nl)