

**Fred Rompelberg Bike Holidays** was founded in 1993 by the then multiple world records holder Fred Rompelberg (nickname: Fred268km). The Dutch family business is owned and managed by its second generation and has developed into the market leader for cycling holidays in BeNeLux in recent years and thus also into one of the top addresses in Europe.



For our **international operation headquarterd in Holland**, we are looking for a

## Commercial Director (m/f/d)

With us, you have the chance to join a team of cycling aficionados who are responsible for creating clever marketing strategies for the best cycling adventures. If you want to help accelerate and encourage the company's success, and you love helping our clients achieve their cycling dreams then we just might be looking for you.

### The Job

- Shaping the future development of the Rompelberg brand and the business
- Core responsibilities include marketing (B2B, B2C), sales and materials purchasing
- Shape CD/CI and ensure implementation with highest quality standards
- Development of the annual business and marketing plans
- Development of marketing/promotion and sales concepts and their execution
- Management of the innovation process
- Preparation of strategic decisions
- Locate or propose potential business opportunities by contacting potential suppliers/partners
- Price analyses and market research (customer satisfaction surveys)

### Requirements

- Outstanding communication and presentation skills
- A high degree of initiative, communication skills and reliability
- Excellent interpersonal and networking skills
- Be a true team player
- Experience of E-Commerce proposals and operational solutions
- Excellent IT skills covering Microsoft suite, social media, website development and bespoke business software (e.g. CRM)

### Your Background

- Studies in business administration, marketing or also with a communications background
- Previous working experience as marketing and/or sales director preferably in the tourism and/or sports sector
- Experience in the conception, planning and implementation of marketing campaigns and analysis of associated target groups
- Experience in sales and purchasing with customer costing and annual meetings
- Creativity in implementation, good taste for aesthetics and courage to try out new things
- Experience in project management of heterogeneous teams
- Languages: Fluent Dutch and English a 'must', Spanish and German a 'nice to have'

### What we offer

- A high degree of personal responsibility and cooperation with external agencies and service providers
- Competitive remuneration package
- Full Time position with Dutch working contract
- 50% work from home
- A dynamic, international and forward oriented team
- Frequent travels to Mallorca
- Company bicycle

Interested? Tell us why sports are part of your life and apply with your CV and other relevant documents! Please apply at: [jobs@fredrompelberg.com](mailto:jobs@fredrompelberg.com).

