

BUSINESS DEVELOPER & STRATEGIST

Are you a natural connector, sustainable sales minded, entrepreneurial and want to help build CityLegends? Then we are looking for you!

Allow me to introduce ourselves

We are a start-up and a community platform for street athletes and artists – also known as urban sports & culture – around the world. These urban sports and cultures, such as freerunning, are becoming increasingly popular, partly because skateboarding, breakdance, BMX, surfing and others have been added to the Olympics. In recent years, this has also awakened brands and (local) governments.

CityLegends offers a digital world where urban athletes find the best spots, events, peers and challenge others to climb the ranks and leave a legacy. When, with whom and where they want to. CityLegends is also more than 'just an app'. We offer brands and governments creative activation campaigns to connect their city or brand more strongly to our community. Our ambitions are high: CityLegends wants to become the most engaged urban community in the world.

'We're never done'

What will you do?

We are looking for CityLegends not just another 'salesperson', but someone who will take our B2B clients - cities and brands - on a story. You will be responsible for reaching them in a creative way and getting them excited about the urban possibilities of CityLegends. From now on, when international brands and cities think of 'urban sports & culture', they think of you. Together with the rest of the management, you set out the business and marketing strategy. Above all, you continuously look for opportunities to make a global impact in a cool, scalable and sustainable way. You will build up expertise at an international level, learning directly from expert partners such as [LUMO Labs](#), [imec.istart](#) and and you will 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 upcoming digital marketing techniques, sales techniques and thought leadership. You find it exciting to develop business models, creating campaigns and you are not a fan of standard newsletters. In addition, you love working in start-up environments 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:

- Bachelor / master working and thinking level;
- 3y+ years of relevant experience and a dose of creativity;
- Experience with the public sector or brands in the field of sports, lifestyle, (event) marketing or smart cities. Pre: Experience in Germany, Spain or the UK;
- Spot technology and urban trends and translate them into business opportunities and (sales) strategies;
- Excellent in English and possibly German (bonus);
- Building and managing your own business development team;
- Unique opportunity - Entrepreneurship: Join CityLegends and realise global impact.

Above all, you contribute to the wildest ideas for CityLegends!

Wat bieden wij?

We bieden de kans om in een dynamische omgeving met wereldwijde potentieel te gaan werken. Waarbij je in een hecht urban team komt met een grote drive om impact te maken.

- A full-time job opportunity;
- Opportunity to contribute to the future of urban sports around the world;
- Cool projects with big cities and multinational brands;
- Great growth opportunities - sky is the limit;
- The most legendary target group, urban sports & culture;
- Market based salary and 25 holiday days based on experience;
- Up to 3 home working days and a workplace at urban hotspot Area51 & founder company Lumo Labs, Eindhoven.

Are you the business legend we are looking for?

Are you interested? Then quickly send your CV and motivation to Jimmy@citylegends.nl, CEO and Co-founder of CityLegends, and Yorick@citylegends.nl, Head of Urban

