

Our core business has been the organization of events for over 20 years. We organize events that our visitors await every year in anticipation, love to attend and remember with pleasure – because to us organizing events means creating excitement and buzz. Our portfolio includes the freestyle sports event *freestyle.ch* as well as the Swiss national Bike festival *Bike Days* and our partner agency's open-air cinema *OrangeCinema*. As of March 1, 2012 we are looking for a

Head of Sales (m/f) 100%

Your Tasks

Your tasks include the conception, the marketing and handling/execution of the tradeshows that are part of the individual events. It is your task to develop sales and marketing plans for the tradeshows, maintaining relationships as well as acquiring exhibitors, supporting the exhibitors on site, planning the layout of the shows and handling all the administrative tasks involved. Furthermore, you are responsible for the management of our events' merchandising products – from choosing and negotiating cooperation partners, defining the product pricing, choice of sales markets and evaluation of the strategy and sales. Additionally, you take on a supporting role in sponsorship acquisition and management and also assist our marketing team in designing new distribution models for our ticketing. Overall, you are accountable for profitability and quality of the areas you are assigned the leading role.

Our Requirements

You are an experienced sales person with high integrity who is prepared to take on a wide range of challenges including daily administrative tasks in your areas of responsibility. You have a degree in business commerce with postgraduate education or working experience in marketing and/or sponsorship. You have a minimum of 4 years experience in acquisition and bring along an existing customer base as well as a good network in the freestyle and/or bike industry. We are looking for someone with excellent communication skills in both spoken and written German as well as a good level of English and French. You are willing to work outside usual business hours, are customer oriented, are passionate about our industry and enthusiastic to join a dynamic and motivated team.

Have we awakened your interest? We look forward to receiving your application documents by email:

faf@fafag.ch

Or by mail:

FAF AG
Gustav Maurer-Strasse 10
8702 Zollikon-Zurich
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In case of further questions, contact:

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f.a.f.

Event & Kommunikation

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