



Since its inception in the Spring of 2003, Harley-Davidson Switzerland has made significant strides in the Swiss market. The small Management team, together with its network of dedicated dealers throughout Switzerland, have improved dealer structures and services to their customers and made substantial advances in market share. To the envy of its competitors, the ownership of Harley-Davidson motorcycles has continuously grown in Switzerland, bucking economic trends and outperforming the competition year by year. To support further sustainable growth, we are now looking for a younger, ambitious marketing professional as their future

Event & Customer Experience Manager

Give your career a boost!

The position: In this dynamic and varied function you are the focal point for all activities promoting effective interaction with new and existing Harley-Davidson customers, in particular also with our core customers, the members of the many Swiss Harley Owners Group (HOG) chapters. Working closely with your local colleagues as well as the European Events Manager, you will plan, coordinate and support various events throughout Switzerland, from local and regional events with dealers and HOG chapters to national rallies and events with international exposure. As part of your responsibilities, you will also support the effective collaboration between dealers and HOG chapters and assist the chapters with the organisation and management of their activities and programs. You will plan longterm strategies for the development of customer experience programs in harmony with local marketing objectives and in close coordination with your colleagues at the European level. You will be responsible for a significant budget. This position reports to the Marketing Manager.

Your profile: We are looking for a younger (ca. 27–32), ambitious and talented individual with a business degree in marketing, ideally at university level, with several years experience in organising and managing events and customer experience activities, either in marketing and/or event management agencies or at corporate level in consumer products companies. You excel at planning and organising customer-focused activities and you are skilled at communicating and interacting effectively with a very heterogeneous group of stakeholders and personalities. For this, you bring excellent human interaction, presentation, communication and leadership skills to the table. You are capable of establishing challenging objectives and meet goals, both working independently and as member of a team. Besides flawless mastery of German, you are fluent in English and French, both written and orally.

The offer: Here is an opportunity for a bright young marketing professional to assume a leadership role for an important facet of Harley-Davidson's business strategy, the active management of relations with its customers and valued HOG members/chapters. Here you can hone and further develop your operational business, event organisation and people skills to prepare for future career steps in marketing or other management fields. Here you are expected to work fairly autonomously, embedded in a team of highly dedicated and motivated colleagues, both at the national and the European level.

If you are inspired by this challenge, send your application (motivation letter and CV) **in English** to 1187@conceptjobs.ch. We are looking forward to hearing from you!