



Demo Coordinator

Gazelle USA is seeking an enthusiastic, outgoing, creative person to identify, plan and execute demo events with Gazelle electric bicycles. The ideal candidate will love talking about bikes with anyone who will listen and share a genuine excitement for connecting with people and cycling.

This person will work closely with both Marketing, Sales and Operations to align on company objectives and strategy. The Demo Coordinator is based out of Gazelle U.S.A. headquarters in Santa Cruz, California.

Responsibilities

- Identify, plan and execute engaging demo events for the general public and our dealers
- Find creative ways to deliver a “wow” experience to people interacting with Gazelle electric bikes at demo events
- Take ownership in the development of demo program including; researching and planning of events in alignment with marketing strategy, event execution and creation of engaging customer experiences
- Build strong relationships with dealers, event organizers and local opinion leaders in order to prospect and plan meaningful events
- Enthusiastically share the Gazelle story and product information with the general public and our dealers
- Get as many people as possible to test ride and experience Gazelle electric bikes
- Contribute to and assist in the management of social media related to the demo program
- Assist in onboarding and product education of dealers and retail partners
- Travel throughout the US to events and dealers, with a focus on California and PNW

Competencies & Requirements:

- Energetic “can-do” mentality
- Outgoing, engaging, curious and creative
- Passionate about bicycles, electric bikes, and getting more people to enjoy cycling
- Strong verbal and written communication skills
- Competency in email, Google Docs and Microsoft Office Suite
- Clean driving record (DMV printout required)
- Ability to drive a large van safely and comfortably for up to 8hr a day
- Familiarity with bicycle mechanics and electric bikes is preferred

Language Skills: Ability to read and comprehend and explain documents in English. Effectively communicate, verbally and in writing, in English.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the overall duties and responsibilities of this job.

ROYAL DUTCH
Gazelle



Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to perform the overall duties and responsibilities. While performing the duties of this job, the employee is regularly required to stand, walk, use of hands and fingers, handle, or feel, reach above head with hands and arms, lift, push, climb, stoop, kneel, crouch, and/or crawl, pull, talk and hear. The employee must lift and/or move up to 60 pounds. Vision may be corrected within normal range.

Please share your cover letter and resume with us on: info@gazellebikes.com and we will get back to you soon.