

BUSINESS DEVELOPER BtoB / BtoC – 6-month INTERNSHIP

Business Developer BtoB BtoC – e-commerce platform Internship

ION CLUB – Surfing Elements GmbH

Location: ION CLUB Golf de Roses – Spain (Costa Brava)

Duration: 6 months starting from April 2024

Send your cv to: alice.descamps@ion-club.de

Company Description

The story of SURFING ELEMENTS - ION CLUB is about individuals who have turned their passion for water sports and travel into a profession. Since its inception in 1985, customer orientation, team spirit, responsibility, innovation, and professionalism have been the priorities of our business philosophy.

ION CLUB (formerly Club Mistral) has gained much experience over its 39 years (wow, soon to be 40 years). It has increasingly transformed into a company focusing on communication with clients and meeting their needs and desires.

We are the leader in this field, with 17 ION CLUB water sports schools worldwide. ION CLUB has a network of international partners in various countries. We strive to be global and multicultural, as evidenced by the selection of our 200 Team Members, who currently come from 24 different countries.

Role Description

ION CLUB is looking for a dynamic and ambitious BtoB and BtoC business developer intern to help develop an exciting new project!

This year, ION CLUB is launching a fantastic new project: selling second-hand equipment! Every year, all ION CLUB centres worldwide renew their equipment ranges. We have been selling used equipment from the season to make room for new items for a few years. This year, we want to take it to the next level by opening a second-hand e-commerce site to resale used equipment.

This is a 6-month internship role for a BUSINESS DEVELOPER BtoB / BtoC at ION CLUB - Surfing Elements GmbH located in Golf de Roses (San Pere Pescador, Catalonia, Spain), with flexibility for some remote work. The BUSINESS DEVELOPER BtoB / BtoC will conduct market research, generate leads, and provide customer service. The role will also involve developing and implementing business strategies to improve sales and growth.

As a Business Developer, you will play a vital role at ION CLUB by focusing on two primary missions:

BtoC Business Development - 70%

You will be responsible for acquiring new customers and developing the e-commerce platform. You will conduct prospecting activities (phone calls, emails, network activation, etc.), identify growth opportunities in the market, and implement effective strategies to convince and convert new customers.

BtoB Account Management - 20%

You will be responsible for growing the revenue of an existing client portfolio. This involves proactively managing client relationships, identifying additional sales opportunities, providing customized advice and solutions, and working closely with other team members to ensure customer satisfaction and loyalty.

Logistics - 10%

You will be responsible for developing the project's logistics, organizing the logistics process, and coordinating equipment transportation. Throughout your internship, you will regularly monitor your performance indicators.

Joining ION CLUB means:

- Working for a recognized player in the market, a global leader in water sports practice centres worldwide, as ION CLUB continues to expand globally.
- Having a real impact on the company's development.
- Working with passionate international teams around the world.
- Your office will be on the beach...
- Practicing your favourite sport (windsurfing/kitesurfing / wingfoiling) every day if you wish.

Qualifications

- Strong analytical skills and ability to interpret data
- Excellent communication skills and ability to build and maintain relationships with customers and partners
- You enjoy taking on challenges: a "no" doesn't stop you!
- Experience in lead generation and customer service
- Knowledge of market research techniques and tools
- Ability to work independently and in a team
- You demonstrate rigour and organization
- You are passionate about windsurfing, kitesurfing, or wingfoiling (or all three).
- You are versatile and autonomous, and your motto is "learn by doing."
- Microsoft 365 holds no secrets for you.

- You understand Franglais, Spanglish, but most importantly, you speak English (B2-C1 level minimum).
- Ideally, you have experience in digital.
- In short, you are curious, active, and proactive. We're waiting for you!

Relevant qualifications for this role include a Bachelor's degree in Business Administration, Marketing, or a related field. Experience in the watersport or outdoor recreation industry is a plus.

Despite our 39 years of experience in our sector, we have completely embraced a start-up mode of operation! All ION CLUB support teams are scattered throughout Europe. If you are autonomous and flexible, enjoy changing your work environment regularly, and speak 12 languages daily (okay, we're exaggerating; English is essential), this internship is made for you. You will be based at Spain's ION CLUB Golf de Roses centre and work directly from our beachside centre. You will collaborate with marketing support teams based in Paris & Tarifa and the management team based in Marseille. We offer you the opportunity to be accommodated within the staff house of the water sports base. Remote work is allowed. It's up to you to manage your time!

The important thing? Moving forward together with the goals set together 😊

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