

Fitness & Workout Expert | eCommerce Fitness Company

WHAT WE DO

We are ATLETICA a German company specializing in home gym fitness.

We are one of the top three fitness companies in Germany and have been nominated as "Webshop of the Year" for the second time.

OUR MISSION

"Moving a Nation". We believe that health is one of the most neglected goods of mankind.

In 100 years, people will look back at us and wonder why we didn't invest an hour a day to maintain the one thing we can not buy: our health.

OUR GOAL

Provide fitness equipment to motivate people to workout 1h a day.

OUR CUSTOMERS

Young, dynamic and confident that they don't need a gym to train efficiently.

OUR OFFICE in MK

Our graphics office in Makedonia is in the Kisela Voda district in Skopje.

Our team consists of 7 people, covering a broad range of graphics and multimedia tasks.

We are operating our video studio, which allows us to record workout videos with our machines.

THE POSITION

We believe that fitness content should be the center of our client offerings.

Your role will be to define and write workout plans based on our products.

These will be your responsibilities:

#1 Define workout programs based on our ATLETICA products

- The workouts should focus on strength training and cardiovascular fitness, the exercises, the repetitions, and the breaks.
- Explain clearly in a script the benefits of the workout, the training focus, and the do's and don'ts.
- Be creative and combine our 200 ATLETICA products into great product combinations.
- The workouts are usually split into 15 minutes of Warmup and 45 minutes of core training.

#2 Write a script with instructions and a demonstration, based on which fitness models will exercise

- Bring your ideas into a written script.
- Provide clear instructions (in English) on proper exercise techniques and demonstrate movements to ensure the models perform the exercises safely correctly and effectively.
- The script will be like a blueprint for the fitness models.
- The script must include the exercises, the benefits of the exercise, and the requirements to fulfill the exercise.

#3 Support throughout the workout shooting

- Make sure all the written content is executed on stage.
- Guide our fitness models to perform the exercises correctly.
- You and the video team will be filming the workouts in our studio in Kisela Voda.

YOUR PROFILE

- Certified Personal Trainer/ Fitness Coach accreditation from a recognized certifying body.
- At least 5 years' experience in the fitness industry.
- Strong knowledge of fitness principles, exercise physiology, and nutrition.
- The writing must be in excellent English, using best-practice fitness jargon.

OUR CULTURE

We have an unusual employee culture.

We believe in self-discipline, self-organization, self-learning and responsibility.

We work as a team and follow a strict "no ego" and "no asshole" policy.

CONTRACT AND SALARY

Let us know your salary expectations.

You will receive a Macedonian employment contract with full-paid benefits and social security.

At the end of the year there will be a bonus based on the company's sales performance, which will be negotiated individually depending on your qualifications, motivation, and commitment.

HOW TO APPLY

Please answer the short questionnaire below.

Please send us your CV in English.

Questions

1. Do you have a fitness coach license and if yes, from which institution?
2. How many years in fitness experience do you have?
3. Which is your favorite full-body exercise and why?
4. What would you recommend to a customer who wants to develop a V-Shape back in 1 year?
5. What would you recommend to a customer who would like to lose weight in 3 months?
6. What is important to you at work?
7. What is your expected salary for a 40h work week?