

Job Details			
Position Title	Custom Build Intern	Reports To	Technical Projects Co-ordinator
Division	GCO	Function Sub-Function	Industrial Design
Job Grade	Intern	Prepared on	04-02-2025

Organization Profile
<p>The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's middleweight motorcycle segment. Royal Enfield's are engaging, uncomplicated, accessible and fun to ride; a <i>medium</i> for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.</p> <p>Royal Enfield's premium motorcycle line-up caters to varied aspirations and motivations. From stylish retro and neo-retro roadsters like the Hunter 350, the Interceptor 650 and the Shotgun 650, to quintessentially thoroughbred cruisers like the Meteor 350, and the Super Meteor 650; and from adrenaline pumping machines like the all-new Himalayan 450 adventure tourer, the Scram 411 ADV crossover and the Continental GT 650 cafe racer, to the timeless and iconic classics, like the Bullet and the Classic 350; Royal Enfield has an enviable portfolio of motorcycles.</p> <p>Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Moto verse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and series of epic rides ranging from peaceful and picturesque to the treacherous and challenging that test the mettle of the rider and the machine, and at the same time deepen the bond between them.</p> <p>A division of Eicher Motors Limited, Royal Enfield operates through more than 2000 stores across all major cities and towns in India and through nearly 1080 stores in more than 65 countries around the globe. Royal Enfield has two world-class Technology Centres, in Bruntingthorpe, UK, and in Chennai, India. The company's worldclass, state-of-the-art production facilities are located at Oragadam and Vallam Vadagal near Chennai, along with its legacy facility at Thiruvottiyur, which was Royal Enfield's first modern manufacturing facility in India, set-up in 1955. Royal Enfield also has modern CKD Assembly facilities across 5 global locations - Nepal, Brazil, Thailand, Argentina and Colombia.</p> <p>Eicher Motors Limited (EML) (Bloomberg: EIM IN Reuters: EICH.NS) is the listed parent of Royal Enfield, global leader in the middleweight motorcycles segment (250cc - 750cc). For FY '24, Eicher Motors Ltd recorded a total income of INR 16,536 crores which is approximately USD 2.01 billion.</p> <p>Read more about us: www.royalenfield.com Catch-up on all the latest openings: https://royalenfield.com/aboutus/careers/</p>

What will it be like to work for Royal Enfield

Headquartered in India, Royal Enfield is a multi-geography, multicultural organization that spans across 65 countries in the world. The global leader in the middleweight motorcycle segment (250 750cc), the team at Royal Enfield has been growing consistently, competitively and profitably over a decade now, actively chasing its aim to be a global premium brand from India.

At Royal Enfield, we don't simply focus on what we do, but how we do it is also very important to us. We do not follow the industry conventions, or take the well-trodden path. We create our own path and that has led us to this outstanding success. Our values and the brand remain at the core of all our activities, as we work towards transforming Royal Enfield into a complete experiential brand.

To that effect, we are adding quality and diversity to the existing team by bringing in new people from different industries providing us with a wide range of thoughts and ideas; people from different parts of the world to help us learn about the markets we intend to serve in the future.

Job Purpose

Customisation of motorcycles has become one of the biggest and most enduring trends in motorcycling over the past several years, and Royal Enfield's products are particularly well suited to modification. We have a robust natural customization community in India which is growing across the globe. In the coming years, a number of new exciting model launches and an increasing presence at motorcycle events around the world will grow our program exponentially. The Build Coordinator role is a key, hands on, all rounder role requiring tenacity, strong relationships and a desire to see projects through to a successful outcome.

As a Custom Program Builds Coordinator in the Industrial Design team at Royal Enfield, you will be responsible for supporting Custom Build Managers, to coordinate activities and events, ensuring custom builds sponsored and supported by RE are of the highest quality.

The results of these activities will promote our outstanding brand perception around the world, building on RE's reputation as a canvas for personalization, as well as providing critical feedback on future design directions.

Key Responsibilities

- Working with custom builders and in house team members on the seamless delivery of Custom factory builds. Hands on building of Motorcycles.
- Working with external suppliers to source and manufacture bespoke parts, providing suppliers with engineering drawings and spec data.
- Up keeping of racing and custom motorcycles for race weekends and events.
- Coordinate the logistics, communications and content, in collaboration with the Custom Build Manager and Head of Customs for all global custom builds
- Coordinate international shipping of custom and racing motorcycles.
- Event management, ie logistics, booth construction, travelling arrangement etc.
- Coordinating the output of photo and video content relating to Custom Builds and events
- Coordinating retail assets, liaising with associated departments and external suppliers as necessary, ensuring all assets are tracked and recorded appropriately

- Coordinating the integration of web assets related to the program with RE's brand strategy team. This includes both coordinating with external suppliers and managing the creation of "factory" or in-house special projects
- Working with PR and Marketing teams to coordinate build readiness and Custom related events
- Working with PR and Marketing teams to facilitate interactions and support dissemination of images and build information to media outlets
- Working with Content teams, including the designated Content Coordinator, to create media materials
- Coordinate aspects of Local Market and Global Custom Competition(s)
- Provide ad hoc administration support to the Custom team including asset management tracking, shipping and logistics administration and invoice processing as and when required.

Scope and Impact

Financial Accountability	Revenue	• Direct	
	Budget	• User	
Number of Direct reports	0		
Number of Indirect reports	0		
Location(s)	UK Technical Centre		
Decision making and Impact			

Network and stakeholders

Internal Stakeholder	External Stakeholder
Custom Manager	Custom Builders
Shipment and Logistics suppliers	Shipment and Logistics suppliers
Marketing Department	Parts suppliers/ sponsorship partners

Qualification, Experience and Certification – Selection Criteria

	Essential	Preferred
Education	Engineering/ motorsports base educational Degree Qualification.	

	BTEC Engineering Qualification would also be considered.	
Experience	<ul style="list-style-type: none"> • Strong relationship building ability • Knowledge and / or experience in working on motorcycles/ cars is advantageous. • Ability to see a project through to completion - tenacity to get things done • A passion for motorcycles and familiarity with the motorcycle market • Excellent team working ethic and an enthusiasm for cross-cultural experiences • Experience in the motorsports environment is advantageous. 	
Certification/ Licensure/ Professional Membership	Not applicable	

Functional Skills

Skill	Level ¹
Brand synergy	3
Creating a superior customer experience	4
Digital Marketing and Content Generation skills	2
Negotiation	2
Stakeholder and Vendor Management	3
Tech Workshop Skills	3

Behavioural Competencies

¹ Functional Skill - Levels

Basic Appreciation	Level 1
Working knowledge	Level 2
Fully Operational	Level 3
Leading Edge	Level 4

- Empowering Leadership
- Customer Advocacy
- Boundaryless Collaboration
- Thinking unconventionally

For Internal use only

The position holder and Manager have read and discussed the job description and agree that it accurately describes the position.

Position Holder	Manager
Signature	Signature
Date	Date