



## Senior Online Marketing Manager (f/m)

COBI.bike is looking for someone passionate about digital marketing to build and manage its online media activities. You will have the opportunity to be part of the team who will build and shape the online marketing strategy of COBI.bike. You will be working with experienced and energetic people from around the world who share the passion for continuous innovation with the highest standards for quality, in a fast paced environment.

What connects us is a passion for cycling, digital technology and good design as well as the desire to try out new things and always question the status quo. We want to make a difference and put ourselves at the forefront of a new movement.

COBI.bike has established a brand new market segment, of which we are the leader. Our partners value this and want to take advantage of this. All of our marketing activities are aimed at making COBI.bike touchable and tangible. We scrutinize every action to ensure that it delivers the COBI.bike experience – whether by trying it out, listening to experiences from others or from a trusted partner. The user, rather than technology, is our key priority. Recently acquired by Bosch eBike Systems, our technical know-how will be combined with Bosch's global market share.

The position is located in Frankfurt/Main, Germany.

### **Main responsibilities**

- Define and develop the Online Marketing strategy as part of the overall Marketing strategy
- Execute, optimize and report on Online Marketing campaigns (Social, Display, Newsletter, SEA)
- Lead agencies and freelancers in order to generate relevant content and build successful campaigns
- Build online media analytics strategy and framework for improving key metrics for all online entities incl. the webshop
- Monitor website analytics, and campaign effectiveness
- Present findings and make recommendations
- Collaborate closely with other departments like Product, Sales, CRM etc.

### **Requirements:**

- Minimum of 3 years of Online Marketing experience
- Ability to thrive in an entrepreneurial, fast paced, and dynamic environment
- Profound knowledge of the bike/eBike, Lifestyle and/or sporting goods market is a plus
- Experience managing Facebook ads and SEA/SEM campaigns
- Experience using Google Analytics and web tracking
- Strong interpersonal communication skills with internal staff and external resources

Interested? Please find out more about us on [www.cobi.bike](http://www.cobi.bike) and get in touch with Jana Wardag ([jobs@cobi.bike](mailto:jobs@cobi.bike)).