



Marketing Manager Retail (f/m)

The Marketing Manager Retail will play a key role in the implementation of our marketing activities. They will work with cross functional groups including any agencies, PR, legal, internal operations and sales teams to develop and execute marketing initiatives, stay abreast of competitive and consumer trends, and identify new opportunities for profitable growth. Excellent project management skills with an ability to set and achieve goals, meet deadlines, and multitask in a fast paced environment are essential. The Marketing Manager must be able to manage a wide variety of disparate projects and demonstrate strong analytical, communication and presentation skills.

Reporting to the Marketing Director Europe, the ideal candidate will be a self-starter who can hit the ground running to help shape, launch and market our products globally.

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 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 touchable and tangible. We scrutinize every action to ensure that it delivers the COBI 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.

This is a critical role in a fast-paced, entrepreneurial organization and requires a high-energy person that can operate in a dynamic environment. The ideal candidate will have a great passion for COBI and execute all activities with respect to the COBI brand strategy.

Position is located in Frankfurt/Main Germany.

Responsibilities

- Work with external agencies to produce retail point of sale displays, signage and merchandising, partner and coordinate with key internal teams and external vendors and suppliers
- Ensure all point of sales are in line with business and product strategy. Manage budgets, sales trends, cost savings, and monitor satisfaction to grow business and improve profitability.
- Maintain and nurture relationships with a growing list of point of sales in a variety of territories, be the primary point of contact for all marketing interactions
- Lead, develop and execute pop-up stores and temporary/seasonal and experiential retail events and activations

About you

- Solid experience in Retail Marketing, ideally in Consumer Electronics or fast moving industry
- Understanding of retail services and process management
- Exceptional communication skills both oral and written
- Ability to manage multiple projects and contacts
- Understanding of the consumer funnel or path to purchase
- Understanding of consumer insights and the translation to retail relevant action.
- Extensive problem solving skills
- Willingness and ability to travel up to 20% of the time to perform essential duties. Some travel may be international

Interested? Please find out more about us on www.cobi.bike and get in touch with Antje Heile (jobs@cobi.bike).