



Senior Content Editor (f/m)

COBI is looking for someone passionate about content production to plan, create and manage the content across all COBI channels. You will have the opportunity to be part of the team who will build and shape the content strategy of COBI. You will be working with experienced and energetic people from around the world who drive innovation whilst maintaining 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 is the leader of a brand new market segment that it created. 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.

The ideal candidate will have a great enthusiasm for lifestyle and biking and a background in online journalism or blogging. Position is located in **Frankfurt/Main Germany**.

Main responsibilities

- Plan, create and manage the content of the website, webshop, blog, Social Media and other publications
- Optimize content based on user data
- Liaise with multiple stakeholders on various projects and have touch points with multiple departments.
- Steer external resources such as freelancers, translators and agencies
- Research and coordinate content ideas, provide editorial quality control and create innovative content - based on the overall brand strategy
- Manage the backend of Magento (webshop platform), and upload/manage content on it. Help with improvements to make it more flexible and easier to use
- Build and maintain the content database, ensuring it remains up to date
- Create content management related processes and ensure that all parties abide by them
- You will report directly to the Director Marketing Europe

Role requirements

- Bachelor's degree in journalism, publishing, communications or a related field
- You have 3+ years experience in publishing with specific experience in reporting, writing and editing in content management related roles
- Previous working experience within the Lifestyle, Consumer Electronics or biking industry
- You are familiar with agile working environments
- Ability to juggle multiple projects
- You are a multitasking wizard with a keen eye for detail
- Experience in working with Content Management systems
- Working knowledge of Website backend systems such as Drupal and Magento
- Fluency in German is a must, fluency in English is a plus
- Fluency/knowledge of Italian, French, Spanish is a plus

Personal qualifications

- Highly organized with an ability to manage multiple priorities
- Dynamic and able to react to change
- Excellent communication and interpersonal skills
- Strong presentation skills
- Detail oriented

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