



Trade Marketing Manager (f/m)

COBI is seeking a Trade Marketing Manager to drive marketing execution for our global Marketing Campaigns at our Trade partners.

The Trade Marketing Manager is an integral component of sales success; the ability to communicate well and synthesize complex and abstract ideas into simple language (explain features, understand data and analytic concepts) is invaluable. Reporting to the Marketing Director, the ideal candidate will be a self-starter that 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

- Develop all major POS-tools (display ads, flyer, brochures and more); oversee production and execute appearance at our trade partners globally or for defined countries; optimize tools and plans
- Manage comprehensive strategy, logistics and execution for trade shows and promotional events.
- Handle and oversee implementation at external online shops
- Develop and negotiate trade marketing packages with clients and oversee the implementation (on- and offline).
- Collaborate within the Marketing team, and with cross-org stakeholders to ensure plans and deliverables are executed on time and within budget.
- Assist in the development and execution of training materials for dealers.
- Conduct analysis on marketing programs ensuring KPIs are met or exceeded
- Collaborate with agencies and suppliers to ensure Trade Marketing plans and deliverables are executed on time and within budget.

Requirements

- Education and degree on Bachelor level
- Several years of experience in Trade Marketing and/or Project Management in Consumer Electronics or fast moving industry; ideally within the field of biking
- Excellent project management skills
- Exceptional communication skills including 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 experience with executing events and other complex programs with multiple partners
- Extensive problem solving skills

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