



Marketing Manager (Trade-/Productmarketing) (f/m)

COBI.bike is seeking a Marketing Manager (Trade-/Productmarketing) (f/m). This position combines product and trade marketing tasks. This manager ensures our products are communicated in the right way across all channels. At the same time, he/she pays particular care to the trade channel by driving the marketing execution at our trade partners.

The Marketing Manager (Trade-/Productmarketing) (f/m) is an integral component of sales success; the ability to communicate well and synthesize complex and abstract ideas into a 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 excellent 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.

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.bike and execute all activities with respect to the COBI.bike brand strategy. The position is located in Frankfurt/Main Germany.

Responsibilities

- Create and manage product related content and ensure the content is always up to date and available to all stakeholders.
- Help to 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 a comprehensive strategy, logistics, and execution of trade shows and promotional events.
- Handle and oversee the brand implementation at external brick and mortar and online shops.
- Develop and negotiate trade marketing packages with clients and oversee the implementation (on- and offline).
- Collaborate with the marketing and product 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 of marketing programs ensuring KPIs are met or exceeded

- Collaborate with agencies and suppliers to ensure marketing plans and deliverables are executed on time and within budget.

Requirements

- Education and degree at Bachelor level
- Several years of experience in Product Marketing, 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
- German must/ English fluent
- 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).