



Senior Writer & Content Marketing Strategist (f/m)

COBI.bike is looking for someone passionate about content marketing. The ideal candidate should have a solid background in writing for brands but should at the same time be able to plan and manage the content across all COBI.bike marketing channels. You will have the opportunity to be part of the team who will build and shape the content marketing strategy of COBI.bike and set the future tone of the brand. You will be working with experienced and energetic people from around the world who drive innovation while maintaining the highest standards of quality in a fast-paced environment.

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 is the leader in 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.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 ideal candidate will have a great enthusiasm for lifestyle and biking and a background as a writer in online journalism, content marketing or blogging and a strong strategic acumen. The position is located in Frankfurt/Main Germany.

Main responsibilities

- Plan and manage the marketing content of the website, webshop, blog, social media and other publications.
- Create written content and steer external resources such as freelancers, translators, and agencies. Optimize content based on user data.
- Liaise with multiple stakeholders on various projects and have touch points with multiple departments - especially the brand department.
- Research and coordinate content ideas, provide editorial quality control and create innovative content - based on the overall brand strategy.
- Build and maintain the content database, ensuring it remains up to date.
- You will report directly to the Director Marketing.

Role requirements

- Bachelor's degree in journalism, publishing, communications, marketing or a related field
- You have 5 years + experience in planning and writing (blogging, content marketing, social media management, etc.).
- Previous working experience within the lifestyle, consumer electronics or biking industry.
- You are familiar with agile working environments.
- You can to juggle multiple projects.
- You're 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 is a plus.
- Fluency in German a must, fluency in English 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 Jana Wardag (jobs@cobi.bike).