

Marketing and Communications Manager B2B (m/f/d)

Our client is a Swiss manufacturer of bicycles, e-bikes, and speed pedelecs.

They are committed to revolutionizing the bike & speed pedelec market and stand for innovation and sustainable practices in the bicycle industry. The company, consisting of cycling enthusiasts, is looking for a **Marketing and Communication Manager B2B (m/f/d)**. The company is located near Zürich.

Your Responsibilities:

- Ongoing review of European markets and trends. Initiating appropriate measures to position the brands
- Developing marketing strategies in collaboration with the Managing Director and the Board of Directors
- Drawing up marketing plans including budget
- Implementation of online and offline marketing activities for retailers and end consumers
- Planning and implementation of social media, website and newsletter activities
- Planning and implementation of trade fair appearances and PR activities
- Development and ongoing optimization of the website e.g. SEO/SEA with external partners
- Contact with agencies and external partners incl. periodic re-evaluation
- Measuring the success of all activities
- Occasional travel activities

Your Profile:

- Bachelor's/Master's degree in the relevant field or similar education
- Experience in the relevant areas of marketing incl. corresponding IT tools (CMS, Google Analytics etc.)
- Knowledge of the bicycle industry
- High degree of independence, initiative and flexibility
- Enthusiasm for the products & high passion for bikes
- Negotiation skills for communication with internal and external partners
- Exceptional interpersonal skills
- Excellent English language skills, German is a big plus, any other language skill is welcome

Your Benefits:

- Join an innovative team in a start-up like atmosphere
- Opportunity to shape and optimize the company's workflows
- Work in a collaborative and dynamic environment with like-minded bicycle enthusiasts
- A chance to make a significant impact on the company's success

- 5 weeks of holiday, flexible working conditions and possibility for home office
- Big range of testbikes and prototypes to ride with

Have we aroused your interest? Then send us your detailed application to Daniel Glaubitz at daniel@bicalent.com stating your earliest possible starting date and your salary expectations.