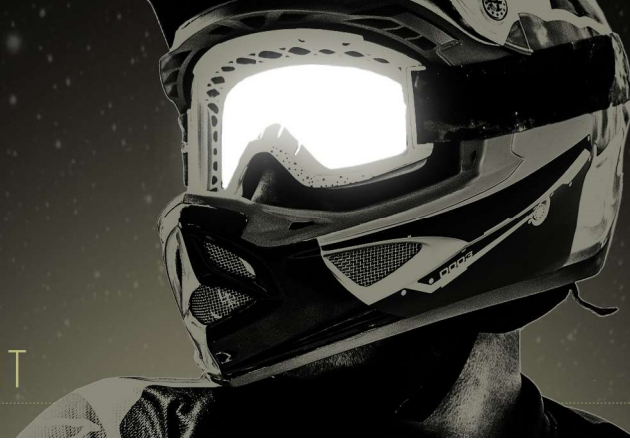




UNCAGE YOUR TALENT



COPY WRITER (F/M/D)

As Copy Writer you will be responsible for the creation, optimization, and translation of flawless and accurate copies across all online and offline channels. You'll work in close collaboration with different departments such as the Art Department, the E-Commerce Team, and Customer Service to provide engaging, inspiring and compelling copies on eye-level, guided by the YT tonality.

YOUR MISSION

- You produce error-free content that meets corporate style guidelines
- You interpret creative direction and adapt points from creative briefings into compelling copy concepts
- Newsletter: You collect all required info, put it in an easy to grasp structure and write the copy for an exciting newsletter
- Product Copies: In close collaboration with R&D and Product Marketing you develop the product copies and product manuals
- SEO/SEA: Together with the E-Commerce Team you develop copies based on keywords regarding the limited character length to achieve our search goals
- Website Maintenance: Based on request you create new copies or adjust old ones, take care of the translation, and inform the E-Commerce Team to update them accordingly
- CRM: Together with the CRM Manager you develop emails for automated customer journeys
- PR: You support the PR Team with press releases, provide answers for the Customer Service to repeating questions
- Translation: All new copies and adjustments of old ones need to be translated in German, French, Spanish and Italian, therefore you provide the translators with the respective copies and monitor their progress

WHAT YOU BRING IN

- Highly skilled communicator
- English native
- Multi-lingual preferred
- Highly structured and skilled in project management skills
- Windows & MS Office Skills, Atlassian (Jira & Confluence), Salesforce and Shopware preferred
- Team player

WHAT WE OFFER

- Great office environment and highly motivated colleagues
- Flat organizational structure and individual development possibilities
- Discount on YT bikes, service & repairs, apparel, and accessories
- Workout opportunities in the YT gym as well as afterwork and lunch rides

WE ARE YT

YT Industries was founded by Markus Flossmann in 2008 to give talented riders access to competitive dirt jump bikes. YT stands for Young Talent and reflects its founder's approach to life: No matter the age, it is never too late to explore your hidden talent or passion and to try something new.

It is never too late to LIVE UNCAGED.

To this day, YT focuses on mountain biking and offers a wide range of products from downhill and enduro to trail bikes as a direct-to-consumer brand. YT bikes are distinguished by their high quality for an exceptional price. Be it Red Bull Rampage, Downhill World Championships, or World Cups, YT bikes have dominated at the most challenging events and carried world-class athletes to major titles.