

## Marin Bikes

Munich Germany

**Job Title** DACH Marketing Co-ordinator

**Position Summary** Responsible for marketing and brand building in DACH markets

**Reports To** Marketing Director and DACH Sales Manager

**Date Prepared** October 11<sup>th</sup> 2022

### Duties and Responsibilities

#### Marketing Support

- DACH Social media management and growth strategy.
  - - Facebook, Instagram, Youtube
- DACH based media point of contact
  - - improve relationships and facilitate new ones
- DACH Event management
  - - role will involve extensive build and pack down of event structures, including van preparation
  - - weekend work will play a large part of the role
- DACH marketing plan and scheduling
- DACH ambassador program and management
- DACH in store branding and implication
- Encourage and ensure that brand guidelines are adhered to
  - - Including brand representation on DACH based online stores
- Understand and report on the DACH market so brand can be reactive
- Support DACH sales team in understanding and implementing global marketing campaigns
- Store training and brand awareness
- Store event support

### Essential Qualifications

- Must possess great interpersonal/relationship skills – must cooperate and communicate effectively with co-workers, supervisor and/or outside contacts.
- A working knowledge of bicycles, components, and suspension design.
- Knowledge of computers required including knowledge of Excel, Word, and Outlook & Power Point (SAP experience a plus).
- Must be able to work in a professional manner in a team environment.
- Must be able to multi-task effectively.
- Attention to details and quality.
- Strong organization skills
- Strong verbal and written communication skills.
- Able to carry out assignments with moderate supervision.

### Beneficial Qualifications

- Good understanding of digital marketing.
- Proficiency in SAP or similar ERP program.

Please contact [john.oldale@marinbikes.com](mailto:john.oldale@marinbikes.com) with covering letter and resume