

Position Available: Marketing Specialist Europe

Full Time Position: Exempt

Location: Weil im Schönbuch

Travel Requirement: Domestic & International

Pivot Cycles is seeking to fill the position of "Marketing Specialist Europe", based out of our GmbH office in Weil im Schönbuch, Germany. The Marketing Specialist Europe is integral to executing the European Marketing strategy, reporting to the Marketing Manager Europe and being part of the Global Marketing Team. The ideal candidate is detail-oriented and a forward thinking hands on personality with enthusiasm for executing creative marketing strategies, while willing to roll up their sleeves in operational level tasks.

Responsibilities:

- Collaborate with Marketing Manager Europe to execute marketing strategies attuned to the customer journey, while bringing in fresh ideas and new ways of execution, both in B2B and B2C surroundings.
- Execute campaigns in Hubspot and monitor all assets, CTA's, and aggregate all relevant campaign data to measure projects outcomes.
- Execute daily tasks on all of Pivot Europe's Social Media platforms and help create relevant campaigns in close cooperation with Marketing Manager Europe and Social Media Coordinator
- Understand Pivot Cycles' operations, sales, and marketing tech stacks, and stay informed about best-of-breed marketing application solutions.
- Plan and execute next level B2C and B2B events, with clear KPI's and in line with given budget.
- Maintain an in-depth understanding of the Pivot Cycles brand voice, its products, and its client base to execute effective marketing campaigns.
- Work closely with EU based Pivot brand ambassadors and sponsored athletes
- Manage the translation of US based marketing content and campaigns for the different languages of the EU market.
- Support Marketing Manager Europe in all operational tasks and in day to day business.
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Qualifications:

- 1-2 years of professional marketing experience for a national or global brand, Bachelor's degree in Marketing or related field preferred, but not obligatory
- Team player with strong project management skills
- Demonstrated ability to plan and execute projects on time and within budget across all relevant Marketing activities, both online and offline as well as B2B and B2C.
- Exceptional interpersonal communication skills
- Base understanding of outdoor industry consumers and mountain bike industry competitive landscape
- Passion for mountain bikes and being a skilled mountain bike rider is essential for this position
- Technical understanding of Bicycles and especially the Pivot Technology
- Skilled user of the following technologies:
 - Office 365
 - HubSpot
 - Google Analytics
 - Diverse social media platforms (mainly Meta, but not limited to)
 - Adobe Creative Cloud is a bonus
 - Content Creation Skills are a bonus
- Bilingual German & English. French & Spanish is a bonus

Please send resume and cover letter to Andreas.Knodel@pivotcycles.com. We look forward to hearing from you!