

Jobs

Do you enjoy working in an international team and do you have in-depth knowledge in managing Cycling specific PR Projects?

At BMC we focus on what we do best; we make bikes, pure and simple! We are hell-bent on creating that ultimate ride experience. Whether for road, track, or trail, professional athlete or weekend warrior, it is our mission to produce the best bike in every class. Our products are known within the whole world, and we are one of the top brands in this segment worldwide.

We are looking to fill the following vacancy for our team at our headquarters in Grenchen, to start immediately or as agreed

Senior PR Manager Cycling Products 100%

Your tasks and responsibilities:

- Work towards a maximum amount of coverage in the classic cycling media
- Support expansion plans in the UK Market
- Build, develop and maintain strong relationships with industry media and other stakeholders
- Support expansion plans for our cycling apparel brand Adicta Lab
- Responsible to develop and distribute all brand information to the outside
- Devise and deliver PR strategy for individual campaigns in UK that help establish BMC as leading cycling industry company, shift perceptions and build advocacy for the brand
- Work closely with various external partners to ensure consistent messaging across UK market
- Be proactive and identify content and opportunities where PR can contribute to help achieve wider team objectives
- Cycling influencer engagement including identifying relevant and brand compliant creators, building relationships, inviting, and leading at events and content approval
- Support on issues management, including responding to and resolving media enquiries
- Drafting of press releases and other appropriate media materials.

Requirements:

- Bachelor's Degree in PR, Marketing or Communication is required
- 5 to 7 years of related professional experience in a similar role in the cycling industry
- At least 5 years of practical experience in working with influencers and building influencer marketing programs is required
- Proven experience in planning and implementing of global PR strategy
- Experience collaborating closely with key stakeholders and ensure brand consistency across the UK Market
- Experience working for or with Swiss companies/brands is a plus

A cyclist in a white jersey and black shorts is riding a road bike on a rocky riverbank. The background is a blurred natural setting with rocks and water.

Jobs

- Expertise in social media community management
- Proven track record of marketing copy writing is a plus
- Product expertise for bikes and cycling apparel
- Knowledge of UK cycling market and demand
- Extensive personal contacts to cycling industry media (cycling apparel and bikes)
- Excellent organizational skills and ability to manage multiple projects at the same time
- Perfect English written and spoken (ideally native BE-speaker) is a must
- Proficiency in Microsoft Office Suite
- Passion for cycling sport
- Open-minded, communicative, and outgoing team player

We appeal to a flexible and reliable personality with a flair for everything PR related. You work precisely and efficiently, and you enjoy a friendly and avid team spirit. A highly successful and young team is on hand to support you. We offer you a versatile position in a sporty and ambitious company.

Have we inspired you? Then you could be our new team member! Please send us your CV with cover letter via email to jobs@bmc-switzerland.com.