

Bafang, one of the world's leading manufacturers of components for e-mobility and e-drive systems, has been developing components and complete systems for electric vehicles since 2003. Bafang is listed on the Shanghai Stock Exchange under code 603489.

Bafang serves all global trends in e-mobility, from pedelecs to e-scooters to bike sharing systems. More than 1,000 employees are employed in 7 countries and regions worldwide. The company headquarters and manufacturing center is located in Suzhou, which is 60km away from Shanghai, China. Bafang has Sales and Service offices in Netherlands, USA, Japan, Poland, Germany and Taiwan, China. Bafang has a manufacturing center in Wroclaw (Poland), Tianjin and 2 sites in Suzhou. More about Bafang: www.bafang-e.com.

Working in Bafang means working in a fast growing, international company with an ambitious team. We work professionally to offer our customers optimal service.

BAFANG is currently recruiting for a **Senior Marketing Executive** to help promote the business in European.

Job location: Germany: Johannes-Liemkestr. 2,33161 Hövelhof, Germany.
Job type: Full-time

Contact

Application email: beck@bafang-e.com;

Marketing Executive - Hövelhof (D) Bafang Electric GmbH - Hövelhof (D) - Full-time

BAFANG are currently recruiting for a Senior Marketing Executive to help promote the brand across a variety of mediums and increase brand awareness.

Responsibilities

Main jobs include global brand promotion, market research, market monitoring, public relations, etc.

Responsibilities are as follows:

Global brand promotion, the candidate will be in charge of shows, exhibitions and advertisement plans, actively developing effective communication channels (social media, online/offline advertising, press releases drafting and publication, content creation).

Work closely with senior management and other departments on creative marketing ideas and brand concepts.

Communicate with and coordinate various external partners, supervise their effective operation and measure their performance.

Actively go deep into the market, carefully conduct market research, master the original market data, and issue objective and accurate market research reports.
Conduct market monitoring, comprehensively collect data to be presented in regular reports.
Appropriately arrange various public relations by establishing and maintaining good relationships with the media. Discover and properly handle negative emergencies or crises by reporting to senior management and implementing instructions in a timely manner.
Other temporary matters assigned, such as new product releases, participating in international conferences, press interviews, and public announcements of important products and policies.

Requirements

Over 3-5 years work experience in bicycle or e-bike industries
Sound knowledge and experience in marketing, communication, branding, and public relations
Excellent communication, presentation and language skills in English & German
Good team spirit and leadership