

Senior Marketing Specialist/Executive Bafang Electric GmbH

BAFANG are currently recruiting for a Senior Marketing Specialist 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 8 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

Additional Information

Job location: Hövelhof, Germany.
Job type: Full-time

Contact

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