

Porsche **eBike** Performance

## Head of Marketing (m/f/d)

Start date · Full time 40h/week · Ottobrunn near Munich



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**At the headquarters in Ottobrunn near Munich, the Porsche eBike Performance GmbH houses a unique pool of expertise with e-bike drive system specialist FAZUA, Croatian software and connectivity innovator Greyp and, of course, all the knowledge, research and experience from the Porsche family. To drive the transformation of mobility with smart, innovative electrical solutions we develop and produce drive systems from two premium brands: FAZUA with the focus on pioneering compact lightweights for agile e-bikes and under the brand name Porsche exceptionally powerful drive systems. FAZUA has transformed the cycling industry in 2017 with its innovative drive system for agile, compact, lightweight (and extremely good looking) e-bikes. Since July 2022, FAZUA is part of the Porsche eBike Performance GmbH. Our diverse, open-minded, ambitious (and fun) team is constantly seeking new, inspiring talents who will help us push boundaries to shape the future of e-bike technology.**

### **About this role**

The mission of this role is to develop and drive the global B2C & B2B brand and marketing strategy for the new Porsche eBike drive system brand as well as the FAZUA drive system brand to maximise brand awareness, brand salience and deliver against business objectives. As the Head of Marketing you are in charge of developing and implementing the marketing strategy in the marketing mix as well as providing leadership to the Brand and Marketing team located in the HQ at Ottobrunn near Munich.

You are a relevant member of the Sales & Marketing team and report into the Director of Sales & Marketing.

### ***YOUR TASKS***

- Brand and marketing strategy for the Porsche eBike Performance corporate brand as well as for the Porsche and FAZUA drive system brands
- Brand positioning and CI

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- Building strong brand/marketing plans for the defined audiences in B2B and B2C
- Executing and delivering on the plans with the team
- This includes PR, trade shows & events, brand and product communication across all channels, key account (OEM) marketing, websites, SEA, social media, CRM, partnerships, content creation and management, media planning
- Definition of SMART KPIs for the channels, monitoring and reporting
- Full budget responsibility
- Provide inspiring leadership to shape, grow and further develop the brand and marketing team
- Reinforce innovation and creativity through the team: take initiatives to propose and implement new ideas for brand activation and consumer recruitment
- Very close collaboration and alignment with other teams: especially product management, sales and retail marketing as well as relevant departments of the Porsche Group

## ***YOUR PROFILE***

- University degree, master in marketing, business administration, management, communications or related degrees.
- Proven leadership skills in managing a team
- Track record in developing brand and marketing strategy and building winning brand plans
- Fluent in spoken and written German & English
- Minimum 10 years professional experience working for a premium brand as a Senior Brand Manager, Head of Marketing, Integrated Marketing Communications Manager or strategist at an agency
- Proven of delivering results in competitive markets
- Market and consumer oriented mindset
- Understanding of different retail business models: from brick and mortar to omnichannel. Ideally in the outdoor sports world or bike business.
- FMCG background welcome

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- Familiar with market research – turning consumer insights into compelling communication
- Experienced in working in a cross functional environment
- Excellent communication and presentation skills
- Empathy for people and team leadership
- Interest, enthusiasm for outdoor sports, passion for cycling
- Ingredient brand background and B2B marketing experience is a plus
- Basic technical understanding for bicycles, mechanical and electric bike parts is helpful

## ***YOUR BENEFITS***

- We are a diverse and international team of creative minds, passionate bike nerds, and progressive thinkers
- You will see your ideas taking shape quickly: bring in your thoughts, challenge the status quo and see innovations being implemented soon
- You can work remotely from home equipped with top hardware. Yet, in Ottobrunn, right on the outskirts of Munich, our headquarters also feature nice rooms, a huge terrace, and the best colleagues
- Our location in the jaw-dropping Bavarian landscape offers a fantastic surrounding for rides. Take the chance to lease your dream bike on JobRad or simply grab one of our test bikes if available
- We try to live sustainability in everything we do – instead of just talking about it
- We are supportive of further education and foster ambitions of growth within the company
- We believe in regeneration and agility. Therefore, we offer 30 days of vacation for you to fuel up and find new inspiration

**Do you want to become part of the Porsche eBike Performance team? Send your CV and a short motivation letter including your availability and salary expectation to [jobs@porsche-ep.com](mailto:jobs@porsche-ep.com).**

Your contact person: **Kristina van den Brink**

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