

# JOBS AT SRAM

## European MTB Communications Manager (m/w/d)

Schweinfurt, Germany



SRAM LLC is one of the world's largest suppliers of components to the bike industry. Established in Chicago in 1987, SRAM continues to promote cycling through its products, its advocacy, and its employees who are dedicated to improving the cycling experience.

Today, SRAM employs more than 3,600+ people in 15+ locations across 15+ countries. SRAM is proud to be an equal opportunity employer.

### PURPOSE

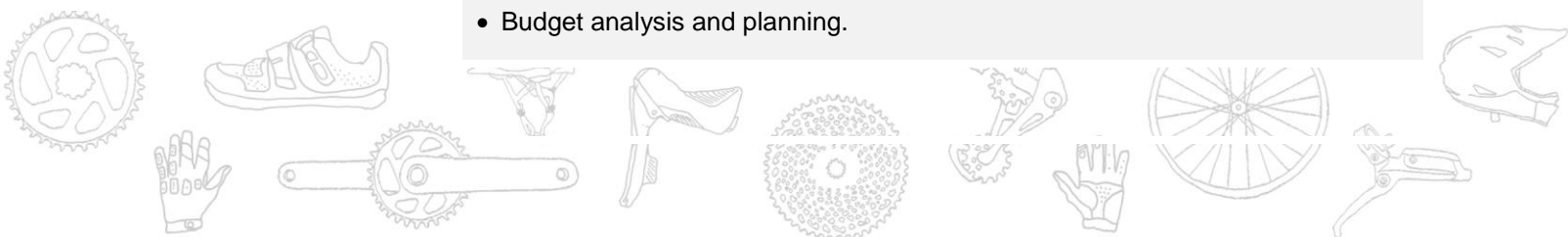
- Manage a European team of PR and Media Relations staff to execute brand promotions strategies.
- Oversee the production and distribution of product information, internally and to media.
- Act as an interface with Product and Brand Management, Sales and other functions to assist with global goals and objectives.
- Plan and execute customer, end consumer, or media events/launches with brand managers and events team.

### RESPONSIBILITIES

- Master planner and organizer - able to see the big picture and focus on small details.
- Budgeting - execute the plan within budget, getting the most from the resource provided.
- Management - manage a team, develop, train, guide and mentor.
- Collaboration - working with global teams across functions.
- Manages relationships with print and digital media.
- Manages media plan and insertions.
- Build and manage industry related partnerships and collaborations.

### EDUCATION / MINIMUM QUALIFICATIONS

- 7-10 years of experience in PR, Marketing or similar field.
- Proficient German and English communications skills – written and oral.
- Ability to travel internationally.
- Knowledge of global bike industry and the performance road category.
- Good cyclist. Able to ride with groups.
- Proficient with MS Office – Word, Excel, PowerPoint.
- Budget analysis and planning.



## WE OFFER

- Flexible working time models
- Excellent work environment and flat hierarchies
- Company pension plan with an employer contribution
- Innovative working environment with a range of benefits and employee events

## CONTACT

If you like challenges and could imagine to be working in a dynamic, internationally successful team we invite you, to learn more about us. Please send your English application (at least cover letter, curriculum vitae and portfolio) to [career@sram.com](mailto:career@sram.com).

If you have questions, feel free to contact our human resources manager Tina Stockhausen (Tel.: 09721-2923443).

You will receive our data privacy policy via [career@sram.com](mailto:career@sram.com) - subject: "Privacy Policy" or automatically after submitting your application to [career@sram.com](mailto:career@sram.com).

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