



I HAVE A  
THEREFORE  
I AM

Every Moustache is unique! Every Moustache is recognizable! And every Moustache has a strong identity!  
If you do too, then come take part in the adventure and join our teams!

## MARKETING MANAGER DE/AT

Under the responsibility of the export sales manager, you will develop the brand and assist sales in your markets, support local agents, and provide support to our distribution network. You will implement the group's activities locally and develop specific activities to meet the needs of the market.

### Your duties will include the following:

- Adopting a PR strategy, providing a briefing on it, and ensuring that the PR agency is conducting its tasks properly
- Managing social networks, making editorial decisions, and developing content
- Identifying, proposing, and managing assets such as ambassadors, pilots, influencers
- Establishing the retail and merchandising policy, choosing and monitoring locations, monitoring performance
- Coordinating and managing local b2b or b2c events
- Setting up the Test & Smile Tour event project (test days) with retailers
- Setting up a training program for the sales force and retailers
- Constructing the b2b and b2c CRM policy with the creation of databases
- Contributing to the development of the processes and tools used (KPIs, reports)
- Listening to the distribution network and supporting after-sales service if necessary (recruitment in progress)
- Being the point of contact between the head office and the local organization (reports, meetings, etc.)
- Building and tracking budgets
- Recruitment and management of a team of 2–3 people in the medium term

### Required profile:

- You have 7 to 10 years of experience in the cycling field with product expertise
- You speak German, French (bilingual), and English (good level)
- You have experience as a Communications or Marketing Manager, PR manager, or trainer within the German-speaking market
- You have an entrepreneurial spirit and value the relationship with retailers
- You are mobile (regular business trips) and available (around 10 weekends per year)
- You have an analytical mind and also demonstrate creativity
- You are a dynamic and meticulous person

**Position to be filled on a permanent basis and initially home office based, ideally in the regions of Baden-Württemberg, Hesse, Rhineland Palatinate, or Saarland. The group's head office is in Thaon les Vosges (88) and regular trips are to be expected.**

**To apply, send your résumé and cover letter to [job@moustachebikes.com](mailto:job@moustachebikes.com)**

Moustache was founded by Greg Sand and Emmanuel Antonot in 2011. It has a committed vision of electrically assisted bicycles combining design, comfort, and ergonomics. Moustache is firmly convinced that electrically assisted bicycles represent an incredible opportunity for increasing bicycle use! It's the perfect tool for leaving the car in the garage, and it's a source of incredible pleasure whether in urban, leisure, or sports use!!!