



UNCAGE YOUR TALENT

## HEAD OF PERFORMANCE MARKETING (F/M/D)

We are building up a new global Performance Marketing team that manages all paid online marketing campaigns for YT. Reporting to the Chief Revenue Officer, the Head of Performance Marketing is responsible for developing and executing performance marketing strategies that drive YT to a leading position in the mountainbike industry worldwide. For us, it's all about making fast and at the same time high-quality decisions to maximize the return on ad spend. In this role, you need to be able to identify trends early, set KPIs, make data-driven decisions and analyse the market in detail. The ideal candidate will be a self-starter with a high level of flexibility and commitment. YT has successfully built one of the best brands in mountain biking today, and now it is time to put our iconic products and "live uncaged" mantra top of mind among bikers around the world looking for their next ride.

Do you have a passion for performance marketing? Do you want to work in a fast growing and dynamic environment at the intersection of the fast-growing bike industry and ecommerce/tech? Do you want to join the YT Family of employees, athletes and customers who want to get more people riding bikes and having good times? Do you have a successful track record to drive revenue, user acquisition and brand awareness? Then, this is the right job for you.

### YOUR MISSION

- Optimize performance marketing processes and lead a growing team of performance marketing managers in day-to-day operations
- Develop strategies, structures, and business plans for the performance marketing team
- Conceptualize, create, and manage relevant (new) customer channels such as search, social, affiliate and other paid channels
- Develop hypotheses and perform A/B (or multivariate) testing to recommend optimizations
- Identify and build an optimized bidding strategy for the most effective keywords across multiple languages, measuring keyword performance in terms of both revenue generated and new customers acquired
- Optimize marketing spend by evaluating the Key Performance Indicators (KPIs) of all existing marketing channels
- Understand your products inside out. Research competitors and their strategies to find the gaps in the industry and set up marketing and advertising goals for the brand accordingly
- Manage ad placements, target the relevant interests and topics, and use Google's in-market audiences for search ads.
- Use multi-touch attribution to track touchpoints across the funnel, which will help maximize Pay-Per-Click (PPC) campaign effectiveness
- Leverage customer insights to better segment, target and reach potential customers
- Manage, control, and optimize YT's performance marketing activities and budgets globally
- Redesign and implement analytical models for continuous optimization of the performance marketing budget and its usage
- Identify and test new channels to continue to meet or exceed established critical metrics

### WE ARE YT

YT Industries was founded by Markus Flossmann in 2008 to give talented riders access to competitive dirt jump bikes. YT stands for Young Talent and reflects its founder's approach to life: No matter the age, it is never too late to explore your hidden talent or passion and to try something new.

It is never too late to LIVE UNCAGED.

To this day, YT focuses on mountain biking and offers a wide range of products from downhill and enduro to trail bikes as a direct-to-consumer brand. YT bikes are distinguished by their high quality for an exceptional price. Be it Red Bull Rampage, Downhill World Championships, or World Cups, YT bikes have dominated at the most challenging events and carried world-class athletes to major titles.



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## WHAT YOU BRING IN

### BASIC QUALIFICATIONS

For this position, we expect:

- 6+ years of relevant senior level experience in a similar role in online performance marketing
- Strategic skills: proven track record in building effective multi-channel marketing strategies, including SEA and paid social media
- Technical Skills: excellent knowledge of analytics and database tools (e.g. Excel, Google Analytics, Tableau, etc.) and performance marketing platforms (e.g. Social Animal, HubSpot, GetSocial). Knowledge and prior usage of tools like Facebook Ad Manager, Google AdWords, Taboola and /or Outbrain
- Strong analytical skills and a data-driven approach to problem-solving is a must for this role
- The successful candidate is an independent decision maker
- Open and positive attitude
- Hands-on mentality, problem-solving and organizational skills
- Highly goal-oriented individual and excellent communication skills
- Excellent English written and verbal communication skills, German is a plus
- A strong grasp of Web Analytics, Adwords, Paid advertising & A/B Testing
- Passion for digital marketing & staying up to date with industry news
- Self-learner, keeps oneself up to date with new platform updates & regulations

### PREFERRED QUALIFICATIONS

- University degree in a business relevant field
- Experience in people management as well as training and further education of employees

## WHAT WE OFFER

- Flexible remote working options (up to 50%)
- An open-minded family culture
- Flat hierarchies with enough room for ideas and process participation
- A challenging and varied job with individual development opportunities
- Training possibilities in the company's own gym
- A cool team, with a free coffee flat rate
- After-work rides with your YT family and legendary company parties
- With the Franconian Switzerland one of the most beautiful bike regions, directly in front of the door

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