

Job Title: Marketing Communication Specialist (M/F/D) KEBC

Location: KENDA HQ Winsen

Job Type: [Full-Time]

Reports To: Marketing Manager

At KENDA TIRES, we are dedicated to innovation and excellence in the cycling industry. Founded in 1962 we are looking back at a rich history and wealth of expertise. Our mission is to enhance the riding experience through the development of high-performance bicycle tires that meet the needs of cyclists on all levels.

Job Description

We are seeking a dynamic and detail-oriented **Marketing Communication Specialist** to join our BC team. The ideal candidate will support the marketing department in executing campaigns, managing social media channels, and assisting with product marketing initiatives. This role requires creativity, strong organizational skills, willingness to obtain a base knowledge of technical product details and a passion for marketing trends and strategies.

Key Responsibilities include but are not limited to:

Social Media Management

- Develop and schedule engaging content across all social media platforms
- Monitor and respond to comments, messages, and mentions to foster community engagement
- Analyze social media performance metrics and prepare reports to identify growth opportunities
- Stay updated on social media trends and recommend strategies to increase brand visibility
- Collaborate with the design team and external partners to create visually appealing content, including graphics, videos, and stories

General Marketing Support

- Maintain and update the company's website with current promotions and product information
- Athlete- and Sportsmarketing management – including: Planning, budgeting, scouting ambassadors, execution
- Assist in managing email marketing campaigns, including writing, editing, and scheduling
- Organize and maintain marketing assets and databases, ensuring all materials are up to date
- Follow the KENDA Europe design guide
- Collaborate with the KENDA Europe marketing teams on relevant tasks

- Work according to the marketing and sales strategy for KENDA Europe, and the overall group strategy of KENDA Europe

Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience)
- 3-5 years of experience in marketing, social media management, or a related role
- Proficiency in social media platforms and tools
- Strong writing and editing skills, with attention to detail
- Basic graphic design skills using tools like Canva, Adobe Creative Suite, or similar
- Familiarity with email marketing platforms (e.g., Mailchimp) and analytics tools (e.g., Google Analytics)
- Strong organizational and multitasking skills, with the ability to meet deadlines

Preferred Skills

- Experience with content creation and optimization
- Strong team-player that enjoys working independently
- Passion for staying current with marketing trends and emerging technologies
- Fluent in German and English
- Willingness to travel
- Being a cyclist is a big plus