



Job Description: Fuji and Tuesday Brand Manager

BikeCo is looking for an experienced Brand Manager to join our tight knit team and help refine and define the messages for the Fuji and Tuesday brands while helping us achieve our mission to provide high quality bicycles to all riders and the best service to our customers. The focus of this position, located in our newly renovated office in the Olde Kensington section of Philadelphia, is creating compelling brand stories for multiple mediums. The goal for this position is to increase brand awareness, consumer engagement, and sales revenue through compelling content and data-based decision making. The Brand Manager will work cross departmentally with sales, product, and e-commerce to achieve these goals and report to the Director of Marketing. We are seeking a marketing professional who is passionate about cycling and brand storytelling.

Key Responsibilities and Duties:

- Refine and solidify the Fuji and Tuesday brands message.
- Develop marketing and advertising strategies for the Fuji and Tuesday Brands.
- Build and execute the marketing calendar for the Fuji and Tuesday brands.
- Conceptualize and execute brand promotions and impactful campaigns in collaboration with the creative and sales teams.
- Collaborate with the creative team to identify and craft photo and video needs for the quarter/year and develop a content calendar for deliverables.
- Create engaging copy for blogs, catalogs, web, email campaigns etc.
- Collaborate with the product development team to identify product trends and communicate the features, benefits, and competitive advantages of BikeCo's brands.
- Curate a diverse mix of ambassadors and influencers to represent our brands.
- Oversee and maintain social media accounts to ensure brand consistency to drive audience growth and engagement.
- Track and report on marketing metrics measuring consumer engagement and sales.
- Cultivate relationships with media contacts to amplify brand exposure.
- Manage and maintain public relations and brand communications.
- Be the face of the Fuji and Tuesday brands at tradeshow and other industry events.
- Work with the E-commerce manager to execute digital marketing strategies for the Fuji and Tuesday brands.

Job Qualifications:



- 5+ years of experience in a marketing management role with a strong understanding of cycling trends.
- Experience with social media, email marketing, consumer events, content marketing and product launches.
- Natural storyteller with exceptional written and communication skills.
- Experience creating marketing flows in Mail Chimp or Klaviyo.
- Experience using google analytics to refine and enhance the consumer experience on websites.
- Data driven marketer that understand every marketing dollar spent needs to show a compelling ROI.
- Proven experience growing brand recognition through content creation and a mix of earned and paid media.
- Strong knowledge of Facebook business manager and Google advertising.
- Comfortable publicly presenting our brands stories to small and mid-sized audiences.
- Ability to travel as needed for events.
- Love for riding bikes is a plus.