

JOB OFFER

Marketing Specialist

02/2020

Selle Royal Group

Marketing Specialist (Laguna Beach, CA)

Manage marketing program for high end and professional quality bicycle components and accessories company – e-commerce and social media, email and content marketing strategies, advertising campaigns, seasonal brand asset development, trade shows and events, and special marketing projects.

Requires:

- Bachelor's degree in sociology or marketing,
- 12 months' experience in high-end bicycle components and accessories marketing,
- thorough knowledge of national level MTB World Cup athletes and events (XC, Enduro and DH disciplines) as a racer, reporter, and/or organizer.
- knowledge of applications: SAP Business One, Microsoft Office, Google Analytics, Later (Social Media Scheduling and Analytics)

Fax resume to: 949-607-4221

About Us

Selle Royal S.p.a. started as a small workshop of bicycles saddles in Italy, in 1956, founded by Riccardo Bigolin, becoming one of the most admired Group in the industry, with brands for each of market segment and end-user urban/city/comfort, mountain bike, road/race bike, and heritage/classic/travel. With sites in Italy, Uk, California, Taiwan, Brazil and China, the Selle Royal Group is currently engaged in the development, production and commercialization of: bicycle saddles, bicycle accessories («hardware»: seat-post, bar tape, wheels,), cycling clothing («software BRP»: bags, cycling shoes,.....). Portfolio of brands: Selle Royal, Fi'zi:k, Brooks England, Crankbrothers, Pedaled.

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