



PR and Community Manager (f/m/d)

Marketing and Communications | Permanent employment | Nuremberg

Position is to be filled immediately.

Bio-Hybrid GmbH is a German tech startup that rethinks and sustainably shapes the future of mobility. For less smog, more smartness and more quality of life. With a team of some 30 members at its Nuremberg and Munich locations, the company is preparing for the production launch of the canopied Bio-Hybrid pedelec scheduled for mid-2021. In its DUO, Cargo BOX and Cargo PICK-UP versions, the new mobility concept closes the gap between bicycles and cars. Originally founded by Schaeffler, the company now operates under the umbrella of the Meisterwerk Group following a management buyout.

We offer

- An opportunity to design the future of mobility
- A state-of-the-art work environment in dynamic surroundings
- A role with high responsibility and ample room to maneuver
- A trust-based leadership culture and cutting-edge working conditions

Your key responsibilities

- Concept design, planning and execution of creative and successful PR and communications activities and campaigns (B2C and B2B)
- Drafting of press releases, PR materials, blog and social media posts
- Dialog and community management as well as independent handling of media queries
- Development and implementation of cooperative partnerships with (media) partners
- Organization and execution of media events
- Development and management of the Bio-Hybrid media fleet
- Development and cultivation of relevant media contacts
- Evaluation and success monitoring of communications activities
- Internal communication



Your profile

- Team player
- Degree in journalism, communications or media studies, or equivalent education
- Several years (6+) of professional experience in PR, community management and content marketing focused on the mobility and bike sector
- Expressive and confident writing style, high level of creativity and organizational skills with a strong commitment to the company's brand
- Experience as a press spokesperson with extensive journalistic network (DACH)
- Ardent social media manager with experience in community building
- Knowledge of campaign management and analysis tools
- Interest in political issues concerning the topic bicycle/E-bike/Cargo bike
- Solutions-driven working style characterized by a hands-on attitude and effective execution
- High level of self-initiative and resilience
- Native speaker of German, proficient in English, both verbal and written

We look forward to your application!

For questions about this job opportunity, please contact:

Julia Beuth

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Apply now: www.biohybrid.com/career