



SKYLOTEC - Our philosophy: Made in Europe, Made by Us, Made for You – with in-house manufacturing and innovative products for all disciplines of climbing.

Climbing starts in the mind – and so does brand building.

We're looking for people who can convey exactly that. You don't have to climb 8b or summit ED routes, but these terms shouldn't be foreign to you. What matters is that you share our passion for mountains and climbing and are eager to grow the SKYLOTEC brand as part of an international team.

Are you passionate about climbing, can think campaigns and deliver implementation? We are expanding our OUTDOOR segment into a strong brand - with products that deliver what they promise. And with you in our Office in Cisano Bergamasco - Italy or hybrid - wherever you live, if you bring our stories to the community - on the wall, in the feed, in the heart.

Product Marketing Manager OUTDOOR (m/f/d)

Your tasks - strategic and hands-on

You shape the direction:

- Development of a clear positioning of the outdoor segment in the context of the overall SKYLOTEC brand
- Collaboration on the seasonal and overarching marketing strategy together with the Global Head of Brand & Marketing
- Responsibility for the segment marketing budget

You implement our success:

- Creation of the seasonal marketing roadmap and operational implementation with the marketing teams in Italy and Germany
- Planning and rollout of all measures across all touchpoints (B2B & B2C)
- Management of sponsoring activities, athlete cooperations and brand partnerships
- Support of sales through effective trade marketing

You are the linchpin for communication:

- Coordination of external agencies and service providers
- Organization and implementation of B2B and B2C events

- Ensuring consistent brand management across all channels

Your profile - professional and personal

What you bring to the table:

- Completed studies in marketing, communications, business or a comparable qualification
- At least 5 years of experience in brand or product marketing, ideally in the sports, outdoor or consumer goods sector
- Sound knowledge of brand management, cross-channel campaign planning and B2B/B2C marketing
- Experience in working with international teams and external partners

What makes you special:

- You are active in climbing yourself or know the scene first-hand
- You have a technical understanding of products and a good feel for the community
- You work in a structured manner, think creatively and are happy to take on responsibility
- You are willing to travel - whether to trade fairs, events or on the rock
- You speak fluent Italian, English and German as a plus

We offer you

- A brand with attitude, a product with quality, a team with passion
- A lot of creative freedom and direct impact of your work
- An environment in which less is managed and more is moved

We look forward to receiving your online application and to taking SKYLOTEC OUTDOOR to the next level together with you.

If you have any initial questions, you are welcome to contact us via our e-mail inbox "jobs@skylotec.de".

Jetzt bewerben

SKYLOTEC Group

www.skylotec.com