

**OLD MAN
MOUNTAIN**

Est. 1996



Marketing Specialist

The Robert Axle Project and Old Man Mountain are growing bicycle component companies in Bend, Oregon, with the mission to “inspire adventures by bike.” We’re small but mighty, with a tight team. We get a lot done and have fun while we’re at it.

“The Robert Axle team is literally one of the best consumer experiences I have ever had in my life. From ease of order, to super-fast shipping, to clear directions for install. I have nothing but overwhelmingly positive things to say.” – Recent online customer.

Our success is rooted in the integrity of our product, and in our integrity in relationships with our customers, employees, partners, suppliers and peers in the bicycle industry.

We are looking for a stellar full-time Marketing & Content Specialist to join our team. You will be responsible for connecting with and growing our global communities to support our broader marketing objectives for both brands – Robert Axle Project and Old Man Mountain.

This position is full-time, Monday-Friday, located on-site in Bend, Oregon.

Your day looks like this:

- Research, write and publish blog posts and articles about one of our products or one of our athletes or ambassadors. You have a knack with for both the technical and lifestyle stories needed to engage with customers.
- Write, create and schedule social media posts for both brands. You are able to be conversational, personal, professional and have expertise in our brands and products.
- Write, create, send and manage email newsletters to dealers, distributors, and direct to consumers. You are able to create consistent templates and work with the sales, product development, customer service and marketing teams to create meaningful content.
- Actively seek potential brand ambassadors that align with our brands and products and work with them on a consistent basis to achieve mutual goals. You will help them with product selection and ideas for shared content.
- Scan, monitor and add value to online discussions about bikepacking, cycling, and other relevant bike topics online. You are part of the cycling community, through and through!
- Respond to customer inquiries online and on social media, with a friendly brand voice.
- Work with our visual content producer to ensure we have necessary photos and videos

for all online marketing channels.

- Write press releases for new product launches, to be reviewed by the Brand Manager and our PR agencies.
- Create and follow through with deliverables on the content calendar to support all marketing efforts, nailing deadlines or adjusting as needed based on concurrent marketing campaigns or product launches.
- Work closely with our Brand and Marketing Director on projects that you are working on together.

Success in this role involves a unique rhythm as you balance required daily and weekly tasks while bouncing to additional projects. Your job is to create meaningful connections with existing and potential customers, create brand aligned communications and spread the stoke of Robert Axle Project and Old Man Mountain.

The right fit includes:

- ***You must be a bike nerd.*** You are a committed mountain biker, road biker, gravel biker or bikepacker or anything in between, but you must like bikes, be able to learn technical aspects of products, and communicate authentically with all of our audiences.
- You live in Bend, Oregon, and work on-site as part of our stellar team.
- You have 3-5 years of experience in digital content marketing.
- You have strong written and verbal communication skills and you have experience with both editorial and copywriting.
- You have excellent knowledge of social media platforms, email marketing platforms, website content management, as well as communication and project management software.
- You are a relationship-builder and team player. You have experience working with brand ambassadors, outside agencies and other partners.
- You are organized and detail oriented.
- You have the ability to independently solve problems in a dynamic environment, or ask for help when you get stuck.
- You have the ability to prioritize, re-prioritize as needed, and balance multiple projects at the same time.
- You have the ability to adhere to feedback and editing cycles and final deadlines.
- You are able to travel occasionally to attend events, trade shows, races or otherwise.
- You are available to work 40 hours a week, Monday-Friday. We do offer some flexibility in schedules over time, but we generally all work together during the week.

It's important that we ALL ride together. We believe that success thrives on diversity and we aim to encourage and empower all employees, customers, vendors and partners of all backgrounds including, but not limited to, race, color, ancestry, religion, sexual orientation, gender identity, age, citizenship, disability or veteran status. We do not tolerate hate, bigotry, or discrimination in any form.

Do our values align with yours? We do business by:

- Learning and embracing change,
- Building a better experience, one relationship at a time,

- Exceeding expectations in everything we do,
- Taking action, hustling and having fun.

Compensation + Benefits:

- Competitive salary.
- Paid sick leave and paid vacation time.
- Eight paid holidays.
- Medical and vision insurance.
- Employer matching 401k plan.
- Bike parts stipend and access to discounted bike parts.
- Occasional taco lunches.
- And more!

Interested? Send a cover letter and resume to katy@robertaxleproject.com.