



So you thought having fun on a Harley-Davidson was just for guys.

Yes, there are still many around who think riding the symbol of freedom, individuality and spirit is an exclusively male domain that serves primarily to dispose of excess testosterone. But, in the shadow of a predominately male ridership, a growing percentage of female motorcycle riders have discovered that they have no less fun riding Harley-Davidsons, and that they identify with the values of this iconic brand no less than their male colleagues do. In some markets, already one in six Harley-Davidson riders is a woman. As a consequence, Harley-Davidson is launching a special marketing initiative aimed at increasing their market share of female riders in Europe. That is why we are looking for an experienced marketing professional to spearhead this initiative as

Strategic Marketing Initiative Manager

(18-month contract)

Your challenge: With France as the pilot market, you pick up the general strategic concept, refine it, develop and plan the tactical execution of the initiative, and roll it out within a 18-month time horizon. To succeed in this important project, you will analyse the current market situation, learn from other markets with successful growth of female ridership, devise a clear and convincing market penetration concept and business plan, complete with appropriate tactical initiatives, and finally manage their successful roll-out throughout France. Once the initiative proves to be successful, it may serve as a model for similar initiatives in other European markets. You will be part of a small team of marketing professionals based in southeast Paris and report to the Director of Marketing and Communication of HD France.

Your profile: The ideal candidate for this exciting and demanding project is an experienced marketing professional with a masters degree in marketing (or equivalent) and several years of senior project management experience in responsible positions in the marketing of premium/luxury/lifestyle consumer goods. You are a bright, exceptionally articulate individual with strong conceptual and execution skills. You have the charisma and drive to be a convincing champion of this strategic initiative. You ride a motorcycle and understand the psychological mechanisms of this passion. As a marketing professional, you have a good grasp of, and experience in all facets of marketing communication, in particular with PR and other ATL-initiatives. You communicate fluently, both verbally and in writing, in French and English.

The rewards: Not often will you get a chance to assume the lead and make a major impact in a strategic marketing initiative with promising potential for such an iconic, global brand as Harley-Davidson. You will start small and depend to a substantial degree on your own initiative, drive and business smarts. Your workplace will be in a dynamic business environment with very dedicated professionals. Your success in the pilot market may give your career a substantial boost.

If you are up to the challenge, apply in confidence (motivation letter and CV only) by e-mail to 1160@conceptjobs.ch. We are looking forward to your application!