

Job description

Title: Head of Marketing Communications Manager
Reports to: Marketing Director Consumer Mobility Business Unit
Location: Amsterdam, the Netherlands

Company Description

Segway-Ninebot is a global pioneer in high-tech electric mobility, dedicated to revolutionizing how people move. Our mission is to simplify the movement of people and goods, making life more convenient and captivating. Beyond leading innovation in micro-mobility, we are deeply engaged in service robotics and intelligent short-term transportation. With the headquarters stationed in Beijing, China, we focus on research, development, design, and distribution of cutting-edge short-distance transportation solutions. Segway-Ninebot Europe operates with branches in The Netherlands, Spain, France, and Germany.

General Description

As Head of Marketing Communications, you will be a key strategic leader driving our brand and growth agenda across Europe. You will own the vision, strategy, and execution of all marketing communications and public relations initiatives in the region, ensuring alignment with global priorities while tailoring approaches to local market dynamics. This role requires a seasoned marketing communications leader with a proven track record of managing high-performing teams, overseeing multi-market campaigns, and influencing stakeholders at senior levels across functions and regions. You will collaborate closely with our headquarters in China, regional teams, and distribution partners to shape brand perception, strengthen market presence, and deliver measurable business impact.

Key Responsibilities

- Own and lead the European Marketing Communications strategy, defining the annual and long-term roadmap in alignment with global brand vision and business objectives. Act as the primary decision-maker for regional communications priorities and investments
- Identify, negotiate, and lead strategic partnerships and co-marketing initiatives that expand brand reach, accelerate growth, and unlock incremental investment or visibility opportunities at a regional level
- Provide overarching leadership and governance for all European marketing communications activities, ensuring strategic alignment, operational excellence, and consistency across markets while empowering local teams to execute effectively
- Hold full regional accountability for the A&P budget, including strategic allocation, ROI modelling, performance tracking, and optimization. Deliver clear, data-driven recommendations to senior leadership on investment effectiveness and future funding
- Act as a senior strategic advisor to Sales, Product Marketing, and Distribution leadership, shaping go-to-market narratives, launch strategies, and communication priorities. Lead cross-functional forums to align stakeholders and drive execution excellence
- Establish clear measurement frameworks and performance dashboards to evaluate the impact of communications initiatives, translating insights into actionable recommendations that support business growth and brand development
- Lead regional communications engagement with Global HQ, ensuring strong alignment, proactive collaboration, and effective two-way communication between Europe and China

- Represent Marketing Communications at senior management level, preparing and delivering high-impact business updates, strategic proposals, and executive-ready presentations to support decision-making.
- Manage the marketing communications team in Europe

Qualifications and Skills

- BS or BA degree from an accredited college/university in Business, Marketing, Communications, or a related field
- 10+ years of progressive experience in Marketing Communications, Public Relations, Brand Management, or related disciplines, including leadership of pan-European or multi-market campaigns and teams
- 3+ years of experience in leading a marketing team
- Fluent in Chinese and English, both verbal and written
- Proven experience leading integrated marketing communications strategies across multiple channels (digital, social, PR, events, print) with measurable business impact
- Strong understanding of European consumer markets, retail, and trading environments, with the ability to translate regional insights into actionable communications strategies
- Demonstrated budget ownership and financial acumen, including experience managing multi-market marketing and communications investments
- Exceptional strategic thinking and decision-making skills, with the ability to influence senior stakeholders across functions and regions
- Proven leadership and people development capabilities, including coaching, mentoring, and building high-performing teams
- Ability to operate in a dynamic, international environment, with willingness to travel across European markets (up to 25%)
- Resilient, adaptable, and results-oriented, with a demonstrated track record of driving growth, problem-solving, and delivering high-quality outcomes