



Marketing Manager

Forbidden Bike Company – Cumberland, BC

ABOUT FORBIDDEN BIKE COMPANY

At Forbidden Bike Company, we are proud to have a team of individuals who are passionate about riding and contributing to the mountain bike community. Forbidden was created by real mountain bikers with the simple goal of making our vision of the perfect mountain bike.

Forbidden is small, and we want to keep it that way. Our size allows us the freedom and agility to develop the products we want to, with no pressure to follow mass market trends.

POSITION OVERVIEW

Forbidden Bike Company is growing and looking to add **Marketing Manager** to the team! This position will have an average work schedule of **37.5 hours per week**.

The Marketing Manager is responsible for executing Forbidden's marketing programs across all channels and activations. Reporting to the COO, this role translates brand strategy into actionable campaigns, manages timelines and budgets, and ensures consistent, high-quality output across content, digital, community, and athlete initiatives.

This is an execution-first role where you are the person who makes things happen on time and to a high standard. We are focused on finding the right fit and are willing to adapt the role to suit a more senior applicant.

This position is based in Cumberland BC.

The expected wage for this position starts at \$87,550 per year.

Responsibilities include (but are not limited to):

- Report directly to the COO.
- Translate the brand strategy and annual marketing priorities into detailed campaign plans, timelines, and channel-level execution.
- Own day-to-day execution of marketing programs across social media, email, website, athlete content, and community activations — ensuring campaigns are delivered on time, on budget, and on brand.
- Support cross-functional GTM execution for new product launches, coordinating with Sales, Operations, and Product teams to ensure assets and activations are delivered on schedule.
- Manage and develop the marketing team providing clear direction, feedback, and support.



- Oversee content production across all channels; social media, website, email, and dealer/distributor communications maintaining a consistent publishing cadence and high creative standard.
- Manage the sports marketing program, including athlete and ambassador communications, deliverable tracking, and ensuring rider content aligns with campaign objectives and brand guidelines.
- Execute digital marketing programs across social, email, and web, tracking performance and pulling learnings forward into future campaigns.
- Maintain marketing reporting and KPI tracking, providing regular updates on campaign performance and channel metrics to the COO.
- Manage the marketing budget, tracking spend across content, athletes, events, and digital activations, and flagging variances to the COO.
- Coordinate with photographers, videographers, and external creative partners to ensure assets are briefed, delivered, and used effectively.
- Support Forbidden's presence at industry events, trade shows, and consumer-facing activations as required.
- Other projects and tasks as may be assigned by the COO, including supporting cross-functional initiatives, contributing to annual planning, potential travel, and other reasonable tasks as needed.

WHO YOU ARE:

- 4–6 years of experience in a marketing role at a consumer brand, ideally in outdoor, action sports, or lifestyle.
- Proven track record executing product launches and multi-channel marketing campaigns.
- Experience managing social media and email marketing programs with measurable outcomes.
- Experience working with athletes, ambassadors, or brand partners.
- Strong project management skills — organized, timeline-driven, and comfortable managing multiple workstreams simultaneously.
- Strong copywriting across social and email, with a clear understanding of brand voice and tone.
- Strong visual taste and ability to brief and evaluate creative assets.
- Analytical and performance-aware — comfortable pulling reports and translating data into actionable decisions.
- Experience with Shopify, Klaviyo, and GA4.
- Comfortable leveraging AI tools for efficient creative production and campaign management.
- Comfortable working in a lean, fast-paced environment where you wear multiple hats.
- Willing and able to travel approximately once per month for events and campaigns.
- Deep, genuine understanding of mountain bike or broader outdoor/endurance culture.



HOW TO APPLY

Please submit a cover letter and resume via email to: employment@forbiddenbike.com

Applications will be received until **3pm April 24, 2026**. Only those shortlisted will be notified. We look forward to hearing from you!

Some benefits to working at Forbidden Bike Company include:

- Competitive salary, commensurate with experience.
- Performance bonuses.
- Flexible working arrangements.
- Rider discount on Forbidden bikes and gear.
- A small, high-trust team that moves fast and builds things that matter.