

# Marketing amp Communication Specialist



Locatie **Overijssel, Almelo**  
<https://www.advertentiex.nl/x-1063260-z>

HITEC Power Protection is searching for a Marketing & Communication Specialist  
HITEC Power Protection develops, manufactures and delivers turnkey power solutions to ensure uninterrupted, continuous and conditioned power supply to mission-critical processes. The core product of HITEC Power Protection is the dynamic UPS (Uninterruptible Power Supply) system using flywheel energy storage. This is a proven technology, based on more than 60 years of experience and supported by a global installed base of more than 2,000,000 kVA in high demanding industries. Besides the main engineering and assembly facility in Almelo, the Netherlands, HITEC is located in the United States of America, United Kingdom, Malaysia, Spain, Taiwan, China, and Russia.

HITEC's core values are: customer focus, ownership, quality, safety, reliability and communication.

We guarantee a good, open minded and tolerate work environment. We are striving for a pleasant and fulfilling collaboration between customers, colleagues and the organization.

As the Marketing & Communication Specialist, you work on the marketing and communication for HITEC, and its products. You initiate and coordinate the development, implementation, and execution of HITEC's commercial plans.



FOTO WORDT VERWERKT



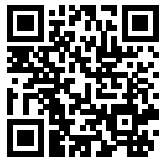
Marketing amp  
Communication Specialist



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Marketing amp  
Communication Specialists



Setting up an  
Leveraging the  
markets.  
Driving improve

## Job Description

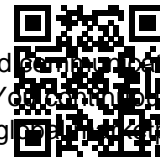
You're self-starter and able to manage internal sales and distribution activities with iTEC; from building content on the web, to supporting Sales for events. You continuously analyze software, and research on the latest strategies for sales and marketing, to be the go-to place for IT solutions.



Managing HITEC  
HITEC CRM system  
ment of the NPS  
Communication  
Specialist  
amp  
https://www.advertentix.nl/x-1063  
260-z



Specialist  
Marketing  
Communication  
Social media marketing  
(Salesforce)  
Promotor Social  
advertising  
https://www.advertisingtext.nl/x-1063-260-z



https://www.adventecitex.nl/x-1063-260-z



https://www.advertonline.nl/x-1063-260-z



Communication Specialist

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Setting up and managing HITEC's social media marketing program.	Leveraging the HITEC CRM system (Salesforce) to drive and improve sales growth and diversify markets.	Driving improvement of the NPS (Net Promoter Score) & Customer Satisfaction Survey.
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Preparing and managing the annual global marketing & sales budget with the team.  
Plan, write and execute a clear global communication strategy.  
By interacting with the Product Management team, translate business goals & strategy into actionable integrated campaign plans that deliver engagement, leads, pipeline and revenue.  
Develop insights about our customer journey, to better understand and improve the customer experience and focusses B2B messaging to position HITEC as overall most valued business partner.  
Establishing marketing goals based on market trends, and customer analysis.  
Create internal marketing plans and communications campaigns in collaboration with stakeholders to develop engaging content and messaging for global B2B audiences.  
Conducting Market competitive research for recommend market segments and defining areas for growth.  
Assessing opportunities and making recommendations based on a thorough analysis of the global competitive market environment for static and dynamic UPS solutions.  
You provide support for global trade shows and other company events.  
Manage, plan and maintains various lead generation channels and the databases; tracks leads from trade shows and events, etc.  
Track KPI's to measure marketing program success and ROI for marketing programs implemented in the region.  
Operating cross functionally with Sales and Application Engineering.  
You work closely together with Product Management.  
You will be part of a global team.

#### Job Requirements

Excellent communication skills in (non-) verbal communication and presentations.  
Bachelor's degree (B. A.) in Marketing, Advertising, etc., or equal.  
5-7 years of proven working experience in a similar B2B role, preferable in the Industrial Manufacturing.  
Excellent communication skills, able to formulate content and briefings for marketing programs in English and preferable also in German, Spanish and Chinese  
Strong analytical and project management skills.  
Advanced skills with various software tools, CRM (Salesforce), Marketing and database tools.

#### Salary and Benefits

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Competitive salary and pension in accordance with CLA Metalelektro.  
Enough vacation days, to explore the world  
Mobile phone and laptop.  
Development opportunities depending on your experiences to grow your.