

EMEA Consumer Engagement Specialist



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentienl/x-1931402-z>

Bedrijfsomschrijving

The European head office of this international fashion & lifestyle brand is based in Amsterdam. The company's style is classic American with a twist. Dynamic, international, and open-minded describes the company's culture at best.

Functieomschrijving

Are you ready to lead impactful, consumer-centric initiatives across diverse markets? Join our EMEA Marketing Team as Consumer Engagement Specialist and manage holistic programs for DTC and wholesale, ensuring every consumer touchpoint is optimized and results are measurable. If you have 3-5 years of experience in trade/activation marketing, a strong track record in project management, and a proactive, collaborative mindset, we want to hear from you. Apply now and be part of a team that leverages data and insights to drive regional success. Please note that the deadline to apply is Thursday, May 23rd at 12 noon.

The Team

The EMEA Marketing Department is consumer driven and value led, focused on delivering impact and incremental profits for the corporation. The team adds value by smart, scalable, consumer-centric

initiatives, while leveraging data and insights to validate their approach. The EMEA Marketing Department is a global team with expertise in EMEA markets across the entire product lifecycle and a strong regional focus. The team has an overall goal to drive measurable impact in the EMEA region.

Role and Responsibilities

Lead holistic programs cross-functionally for DTC (full price & outlet) and wholesale, ensuring key consumer touchpoints are optimized and results are measured.

Tasks include:



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Deck building; Content mapping; Updating calendars; Internal communications updates; Asset formatting; Project management; Communication with agencies; Meetings minutes; Asana management; SharePoint organisation.

The Ideal Candidate

3-5 years' of experience in trade / activation marketing. Experience in retail, FMCG or relevant alternative industry. Strong proven project management skills & record of accomplishment. Demonstrated success in driving projects from concept to implementation and measurement of results, in close partnership with cross-functional teams.

Seek improvements in processes and tools to streamline communication to the markets. Experience in (EMEA) retail & wholesale marketing preferred. Collaborative; able to liaise closely across various levels of the organization. Pro-active, hands-on, and independent. Critical thinker, can quickly shift from strategic to operational needs. Fluent in English.

Sollicitatieprocedure

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although we understand that you are willing to relocate or commute, we have agreed with our clients not to accept this as an adequate option.

Are you interested in the position and do you have the required skills and experience. Please send us your CV with a short letter of motivation. You will receive an answer from us as soon as possible. For more information please check our website www.projob.nl or call us at 020 - 5738383. We are looking forward to hearing from you! Website easyapply.jobs/r