

# Marketing Specialist (Maternity Cover)



Locatie **Noord-Holland, Aalsmeer**  
<https://www.advertentiax.nl/x-2035902-z>

## Bedrijfsomschrijving

One of the world's largest manufacturers and suppliers of production systems and scanners for the prepress and printing industries.

## Functieomschrijving

Join an innovative marketing team in Aalsmeer as a maternity cover, supporting marketing activities across Europe, the Middle East, and Africa. You will do this by focusing on website management, marketing communication, exhibition and event management, sales lead generation and market research.

## Your job as a Marketing Specialist

As a maternity cover for the Marketing Specialist, you will support the marketing activities throughout their direct and distributor network in Europe, the Middle East, and Africa. Your main responsibilities include maintaining the company's website, managing marketing communications, supporting event management, generating sales leads, and conducting market research. Your role is crucial for achieving sales targets and enhancing brand awareness. This includes:


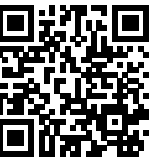





Maintain the company website, ensuring information is up-to-date and engaging. Collaborate with external partners to maximise website impact. Ensure legislative compliance is adhered to. Utilise all relevant

communication tools to maintain and develop contact with existing and prospective customers. Support the physical and external events with the sales team to generate leads and market research for product planning and development analysis.

You will join a vibrant marketing team, located in Aalsmeer. The team is committed to delivering exceptional marketing support across a broad region. You will work closely with the Marketing Director, in-house Copywriter, Content Manager and collaborate with various departments to achieve marketing goals.

What do you bring to the table?

You are a creative and commercially aware marketing professional with a strong understanding of both traditional and digital marketing elements. Your excellent communication and interpersonal skills enable

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you to work effectively within a team and independently.

A degree in Marketing Communications or equivalent is desirable. Minimum of 2 years of experience in B2B marketing, preferably in a capital equipment sales environment. Proficient in using PCs and marketing-related software programs. Experience dealing with large national and multi-national organisations. Thorough understanding of marketing elements, including social media and market research methods.

And above all: Available for immediate start to give cover and hand over time.

What's in it for you?

They offer a competitive salary and comprehensive benefits, ensuring a rewarding work environment.

Salary up to € 4.200,- based on experience and full-time. Reimbursement of travel expenses: by public transport or € 0,23 cents per kilometer. 8% holiday pay. 26 vacation days.

#### Sollicitatieprocedure

Apply now, and be sure to do so before 10 September 2024. Send your resume and a short motivation. Before we can introduce you to the client, we will invite you for an interview at our Projob office or online. For more information contact us at 020-5738383 or [welcome@projob.nl](mailto:welcome@projob.nl).

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although you might be willing to relocate or commute, this is not an adequate option. Website [easyapply.jobs/r](https://easyapply.jobs/r)