

Marketing associate (0 EUR)



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentienl.nl/x-913554-z>

We are seeking a Marketing Associate to join a company based in Sittard. The marketing team in Sittard serves as a marketing hub for multiple brands. This position requires a detail oriented, creative, highly motivated and self-directed individual who can manage multiple projects and deadlines simultaneously and be an active contributor within a fast-paced, flexible, and fun marketing team. Reporting to the VP Marketing Global, the Marketing Associate will work closely with the Digital Marketing, Product Marketing and Communications teams and other internal subject matter experts to develop and execute marketing campaigns and initiatives to generate leads and increase brand identity & awareness with the goal to increase revenue and market share.



Responsibilities

Implement and execute marketing programs and activities to establish and maintain brand presence in the market based on the strategies and goals set-forth by the VP Marketing Global. Collaborate with brand subject matter experts and marketing team to develop proactive marketing campaigns in support of defined vertical markets, tradeshow, webinars and other industry events. Participate in creative brainstorming sessions with marketing team members during campaign creation and message development. Participate in developing strategy for online and offline collateral in support of brand message. Pro-actively lead the creation of case studies, fact sheets, product slicks, corporate fact sheets,

advertorials, advertisements, direct mail, email, webcasts, customer and partner communications, and online and offline sales enablement. Manage and coordinate marketing programs and build awareness and advance product cycle. Develop and create content for the company's websites and collaborate with external marketing agencies to develop website, advertisements, social media and online marketing programs. Monitor budget and manage invoices for brand-specific campaigns.

Develop a solid understanding of the technical properties and capabilities of the brand and the value proposition for customers. Research and identify opportunities to position the brand as a thought leader in the relevant vertical markets. Accomplish organizational goals by accepting ownership of initiatives, exploring opportunities to add value to job accomplishments.

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Research opportunities and work with the communications team to complete award applications, including partner and customer award nominations.
Enhance industry knowledge by participating in educational opportunities; reading trade publications and attending industry events.

Job Requirements

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A marketing generalist, with at least 2-4 years' experience in a marketing role, preferably in a software or agency environment.

You are someone that will 'get things done' and you like new challenges.

Proven experience in developing and executing targeted marketing campaigns to vertical markets.

Experience in B2B marketing to retail, quick service restaurants, and major consumer brands is a plus.

Proven experience in managing B2B end-user on- and offline lead generation campaigns; where quality of the lead prevails over quantity of leads.

Manage the lead cycle to include tracking and reporting of metrics to:

Maximize conversion rates,

Nurture leads that are not ready for the sales funnel

Identify trends

Identify areas for improvement

Experience working with Google Analytics or other similar tools.

Possess strong analytical skills to draw conclusions and make strategy recommendations based on data.

Outstanding written and verbal communication skills and presentation skills.

Confident and professional interpersonal style.

Marketing automation management experience is a plus.

HBO-level education in Marketing or related field is required.

Required Travel: 25-35% of time to travel to industry events, tradeshow

Position is based in Sittard

Salary and Benefits

An International Company, based in Sittard, in the software environment. They are offering an above market salary and benefits package is available. The company is growing.

