

Marketing Communication Advisor

Titel:
Marketing Communication Advisor

Deadline:

Locatie:
Teijin Aramid Vacatures

Afdeling:
Corporate & Marketing
Communication

Recruiter:
Gerwin Noij

Would you like to elevate your career in B2B marketing? Are you ready to make an impact on a global scale?

If you are skilled at communicating technical concepts and can effectively showcase the value of our innovative aramid products in a clear and compelling way, we would love to connect with you.

The Teijin Aramid Corporate & Marketing Communication Team is looking for a:

Marketing Communication Advisor

The Team

The Corporate & Marketing Communication team consists of 12 international professionals, each with a passion for their respective fields.

As a team, we take care of corporate, internal and marketing communications.

We're proud of Teijin Aramid's ongoing efforts to create a more sustainable world, develop innovative products, and be a reliable supplier for customers across the globe. In addition to the team based at our headquarters in the Netherlands, we have colleagues who work in the United States, Germany, China and Japan.

Your role

You'll be expected to provide expertise and reassurance to the project team, while managing internal stakeholders that a new approach to the company's marketing communications will deliver excellent results. You'll be a key player in delivering result-driven marketing campaigns and engaging content that will position Teijin Aramid as the aramid brand of choice.

Responsibilities:

- Partner with our application market managers to drive brand awareness in new market segments while continuing to grow our business in existing markets.
- Maximize the available budget, internal team resources, and external agencies to help execute plans, shape the creative work, and adapt and optimize marketing efforts post-launch.
- Advise, plan and report on marketing work related to various product applications, product introductions, releasing campaigns across the Teijin Aramid website, digital channels, third-party websites and media, and closing the loop at trade shows.

Your Profile

We're looking for a candidate with strong business acumen, strategic thinking skills, a solid background in omnichannel B2B marketing, and a positive, resilient personality that will inspire confidence and teamwork in others.

- You're an experienced project manager who is comfortable managing a variety of projects and stakeholders.
- You're fluent in English, both oral and written. Dutch or any other language is a plus.
- You like to work independently and give both requested and unsolicited advice.
- You are experienced in creation of b2b marketing content be it in short promotional formats or detailed documents supporting our marketing claims.
- You're resourceful, creative and results driven.

In short, you're a solid sparring partner for your platform and the Corporate & Marketing Communication team as a whole.

In addition, you like to use your creativity to find and implement new ideas and solutions. You'd be a top candidate if you also have:

- A post-graduate degree in marketing, journalism, communication or a related field.
- At least 8 years of relevant work experience in marketing (ideally as a communication advisor or consultant).
- Experience in the international B2B marketing field, familiarity with account-based marketing methodologies is a plus.
- Experience in using SaaS tools to run omnichannel marketing and ad campaigns.

Our Offer

Exciting challenges await you at Teijin Aramid. In addition to a leading international work environment, we offer:

- A gross monthly salary within our own CAO scale 10, ranging from € 4,500 to € 6,850, depending on experience, expertise, and education.
- 20 vacation days per year, plus 26 additional leave days as part of a Personal Choice Budget,

which can be used as extra days off or cashed out—a total of 46 leave days on a full-time basis.

- Flexible working hours and a healthy work-life balance.
- Excellent secondary benefits, including 8.33% holiday allowance, a competitive pension plan with a low personal contribution, and a profit-sharing scheme (0-10%).
- Various training and coaching programs to support your professional development.
- A home office allowance of €3.96 per day and travel reimbursement of €0.23 per km.
- A sustainability budget and a personal development budget, each €1,500 gross.

Information & Application

For more information, please contact Mairéad van Gils, Marketing Communication Advisor, on +31 (0) 5161 1858.

For questions about the application process, please contact Gerwin Noij, Recruiter, at +31 647103629.

We look forward to receiving your application, including your CV and a brief motivation, via the "Apply" button.

An assessment is part of the selection process.

For this vacancy, we handle recruitment & selection internally. Acquisition is not appreciated.

For more information about Teijin Aramid, visit www.teijinaramid.com.