

Marketing Communication Advisor

Title:

Marketing Communication Advisor

Deadline:**Department:**

Marketing Communication

Category:

Marketing, Sales & Communication

Location:

Arnhem

Are you a creative marketer who knows how to turn technical value propositions into campaigns that actually land? Do you get energy from working across multiple channels, collaborating with diverse teams, and seeing your work drive real commercial results? Then we would love to hear from you.

For our headquarters in Arnhem, we are looking for a **Marketing Communication Advisor** to join our Marketing Communication team.

About Teijin Aramid

You may not have heard of us — but you have almost certainly benefited from what we make.

Teijin Aramid is one of the world's leading manufacturers of high-performance aramid fibers. Our materials are five times stronger than steel, yet incredibly lightweight. They protect, connect and enable some of the most critical applications on the planet:

- The body armor and helmets worn by soldiers and police officers around the world
- Fibre optic cables that carry the internet across continents
- Ropes and cables on offshore platforms and deep-sea vessels
- Firefighter suits that withstand extreme heat
- Lightweight components in aerospace and defense

Headquartered in Arnhem, the Netherlands, with production sites in Delfzijl and Emmen, Thailand and Japan, and a global commercial presence, we are a company where science, innovation and purpose come together. Our products genuinely save lives and make infrastructure safer and more sustainable.

As our new Marketing Communication Advisor, you will be the one bringing that story to life for the audiences that matter most.

The department

The Marketing Communication team at Teijin Aramid is responsible for building and protecting the brand, generating leads, and supporting commercial growth. As a global B2B company, our ability to reach engineers, procurement teams, and key accounts around the world depends on sharp, targeted marketing. The team of six professionals works closely with Sales, IT, HR and the broader Teijin group.

The role

As Marketing Communication Advisor, you will be responsible for executing integrated marketing campaigns that drive brand growth and generate marketing qualified leads across Teijin Aramid's priority markets. You will report to the Marketing Communication Manager and work in close partnership with Market Managers, Business Development Managers and specialist colleagues in digital, performance and regional marketing. You operate largely independently within defined campaign frameworks, taking full ownership of planning, execution and performance from briefing to results.

In this role, you will translate market strategies and technical value propositions into clear, engaging campaigns — spanning digital, print, PR, events and trade shows. You will work closely with Market Managers, Business Development Managers, and Digital Specialists to build campaigns that grow brand awareness, generate marketing qualified leads, and support commercial growth across Teijin Aramid's global B2B markets.

You bring a combination of strategic thinking and hands-on execution. You can craft compelling content — independently or with agency support — and you are equally comfortable interpreting campaign data and translating it into actionable improvements.

What you will do

- Translating strategic briefings from Market Managers and Product Line teams into actionable, multi-channel campaign plans — spanning digital, print, PR, events and trade shows.
- Creating and managing on-brand content assets including white papers, case studies, videos, infographics and social media content, working independently or with agency partners.
- Conducting audience research and developing target personas— including keyword research, competitor analysis and customer journey mapping — to ensure campaigns reach the right people with the right message.
- Collaborating with the Digital Marketing Specialist and Performance Marketing Specialist to optimize campaign performance, targeting and reporting.
- Developing content for organic and paid social media to grow and retain contact with key audiences.
- Supporting Business Development Managers with tailored campaign assets that help validate

new market opportunities.

- Ensuring all marketing communication reflects the Teijin Aramid brand — consistent, accurate and aligned with brand guidelines.
- Reporting transparently on campaign goals, status and results to Product Line and Marketing leadership, including cost per lead and budget performance.
- Leveraging CRM tools (Salesforce) and AI to continuously sharpen your understanding of target markets and improve campaign effectiveness.

Your profile

You have completed a master's degree in marketing, Communication or a related field, with at least four years of relevant experience in an international B2B marketing environment.

- Proven experience planning and executing integrated marketing campaigns across digital and traditional channels.
- Strong content skills — you can craft compelling copy and briefings independently and know how to get the best from agencies and AI tools.
- Analytical mindset: you are comfortable with dashboards, performance metrics and translating data into clear campaign improvements.
- Familiarity with marketing automation principles and CRM systems, ideally Salesforce.
- A digital-first approach — fluent in social media, content marketing, SEO/SEM and the latest AI tools for marketing.
- Experience managing vendors, budgets and external resources to deliver campaigns on time and within budget.
- A collaborative, socially confident personality — you work easily across departments and build relationships quickly.
- Fluent in English; proficiency in a second language at a native or near-native level is a strong advantage.

Our Offer

Exciting challenges await you at Teijin Aramid and we offer more than just a competitive salary. You'll enjoy 46 days off per year, flexible hours, a robust pension, and budgets for sustainability and personal development—plus the freedom to work from home with daily support.

- Attractive salary— This position falls within our collective labor agreement scale 10 (€4765 to € 7128 gross per month), with your salary based on your experience and education.
- Almost 10 weeks of vacation per year— Yes, really! Four weeks are legally required. The remaining six weeks you can take off, have paid out, or save for later.
- Excellent secondary benefits— 8.33% holiday allowance, a favorable pension plan with a low personal contribution, and a profit-sharing scheme that can reach up to 10%.
- Personal development— Access to training and coaching programs to further develop yourself.
- Allowances— € 4.01 per day home office allowance and € 0.23 per kilometer travel allowance.
- Extra budgets— € 1,500 gross Development Budget to invest personal growth.
- Flexibility— Flexible working hours and the possibility to work hybrid, depending on the role.

Information & Application

For more information, please contact Mairead van Gils, Marketing Communication Manager. on +31651611858

For questions about the application process, contact Gerwin Noij, Recruiter, at +31 647103629. Do we see a good match? Then we would be happy to invite you for an interview at short notice. We kindly ask you to submit your application including CV and a short motivation via the 'apply' button.

An assessment, screening and presenting a valid Certificate of Conduct (VOG) are part of the selection procedure.