

Marketing Communication Specialist (Eindhoven)

Pregis is a leading protective packaging company with manufacturing facilities in Stevenage (UK), Heerlen, Born and Eindhoven (The Netherlands). We manufacture a wide range of innovative and sustainable packaging solutions that we supply to customers throughout Europe. Everything we do at Pregis revolves around our customers. Our ambition is to grow considerably, which requires real team work with a high level of commitment and energy of the team members.

To support our exciting and challenging growth opportunities and to strengthen our positioning as absolute experts in customer focused packaging solutions we have an opening for a creative Marketing Communication Specialist.

General Purpose of the Job

The Marketing Communication Specialist is a member of the Marketing & IQ team. This team brings our value added services and propositions to live and is the driver of our company's marketing positioning. The department is led by the Marketing & IQ Director and consists of our Integrated Systems team, that develops and designs custom made solutions, two Product Specialists, a Product Manager of our Ready-To-Use products and the Marketing Communication Specialist. As Marketing Communication Specialist you are responsible for the definition, implementation and execution of the European promotion and communication plan, which is based on the global strategy. This includes the annual marketing communication planning and the budget allocation to the various marketing and communication tools. Your close cooperation with Product Management and Sales is crucial in effective targeting various market segments, which lead to sales opportunities and market share growth. In the marketing mix online tools are key to create awareness and recognition.

Your responsibilities

Marketing communication strategy and plan

- Translate the overall marketing and sales strategy for European markets and customer segments, based upon market and competitor intel.
- Define overall long term and short term marketing communication plans for Pregis Europe, it's product ranges and individual products based upon customer needs.
- Align on marketing campaigns, marketing tools and planning with Product Management and the US Marketing team.

Marketing mix

- Define and implement a cost-efficient mix of marketing communication activities with a focus on online media for our product brands for the respective markets, based on Product Managers input.

- Develop, implement and monitor KPI's to measure effective marketing performance.

Branding

- Optimise and enhance the Pregis brand to improve market position and sales performance.
- Ensure consistency in branding, positioning and communication to maximise brand recognition.
- Develop, implement and monitor KPI's to measure brand recognition.

Content creation

- Create in close cooperation with the US Marketing team and our sales teams video, animations and customer reference cases for our online and offline communication.

Marketing support to our distributors

- Create and maintain the marketing toolkit to support our main partners: exhibition participation, brochure material, reference cases, social media content.

Your Profile

- BA or BS in Marketing (Communication) or Business;
- At least 3 years of experience in Marketing/Marketing Communication in a B2B environment;
- Experience in coordinating marketing activities with external agencies;
- Skilled and experienced in online marketing;
- Preferably skilled in design software (Indesign, Photoshop);
- Strong analytical skills;
- Ability to optimise structures, processes and procedures with an eye for detail;
- Advising and interpersonal skills;
- CSR / Sustainability driven;
- Teamplayer, creative with a good understanding of your internal customers;
- Fluent in Dutch and English (verbal/writing), good command of German is a plus

This really is a great opportunity for a driven Marketing Communication Specialist that wants to be part of an ambitious organization and team, with lots of opportunities for personal and professional growth. We are an informal organisation, where we challenge you and want you to challenge us. Your contribution will make a direct impact on our day to day operations. We put our people first, in line with our Pregis purpose to Protect, to Preserve and to Inspyre: we want them to feel safe and secure, we give them the opportunity to release their full potential and provide them challenging and rewarding jobs and career opportunities.

Apply!

For questions you can contact Anne-Marie Stants via 0682486301 or you can apply directly to EU-HR@pregis.com.