

## **Marketing Coordinator Belgium**

### **Job Description**

This is a new role within the European marketing team with a broad retail marketing and direct marketing scope.

The main objective of this role is the operational execution of the Belgium marketing plan and develop the plan from learnings in an entrepreneurial way.

This position will report to the EU Marketing Director.

This position can be based in Netherlands or Antwerp (Belgium).

During onboarding the first 4-6 months the position is based in Zuid Holland

### **Focus areas and responsibilities**

Develop the Belgium marketing plan and support the operational execution;

Support the shop opening marketing plan and initiate local marketing activities that drives traffic in store;

Produce the catalogue for Belgium and coordinate distributions;

Support the digital team with content for e-mailings to the database and ecommerce activities;

Important link with product and marketing teams based in The Netherlands to ensure the customer proposition meets the needs of our Belgium customer.

### **Client**

Our Customer is a dynamic multi-channel business concept and has a leading market position in the DIY and construction market segments in the United Kingdom and The Netherlands.

The business is jointly owned by Travis Perkins plc (FTSE 100 company with revenue of £6 billion) and the founder of Our Customer, Mark Goddard-Watts.

This combination provides strong financial backing, important industry contacts and the ability to develop the business in an entrepreneurial manner.

### **Job requirements**

Native Belgium speaker (preferably bi-lingual Wallon and Flemish);  
Bachelor/master commercial degree;  
3-5 years experience in marketing, preferably retail marketing;  
Excellent coordinator and good eye for detail;  
Excellent communication skills;  
Affinity with our products or multichannel concept is a pré.

### **Location**

This position can be based in Netherlands or Antwerp (Belgium).  
During onboarding the first 4-6 months the position is based in Zuid Holland

### **Vacancy number**

P201808/0001

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