



BRAND VAN EGMOND is a studio where a team of people realize the ideas and designs of the founder William Brand. The company is highly driven and internationally oriented and creates haute couture lighting for the most beautiful spaces in residences, hotels and restaurants. We are located in Naarden (Amsterdam region).

Due to increasing international success are we looking for a young and dynamic

Marketing and PR specialist (On- and Offline 40 hours)

In this position you are responsible for the online and offline identity of the Brand van Egmond brand. You actively build the online findability of the brand, and you are responsible for the various social media channels and campaigns. You know how to make well-considered decisions about the online and offline campaigns to be conducted.

You actively build upon the online presence of the brand and are responsible for the different social media channels and campaigns.

You will work closely with our founder, the sales and marketing manager and the sales team. You have the following characteristics:

You are social, proactive and like to take charge. You have a positive attitude, service and communication skills: you are an ambassador for Brand van Egmond. You have a multifaceted position and like to have your affairs in order. You are a real team player.

Most important tasks:

- **Strategic** Develop and manage an online + offline PR / marketing strategy, including activities and focus on essential markets around the world.
- **Marketing** Developing and organizing marketing campaigns. Optimizing SEA and SEO, including link building. Compose and send newsletters via our e-mail system (Hellodialog).
- **PR** Bringing the Brand van Egmond studio and designer & founder William Brand to the attention of the national and international press. Writing and sending press releases, newsletters and documentation. Report PR results to management.
- **Content** Content creation (text / image / video pre) & optimization for, among other things, the website, social media channels and other marketing communications. Managing and expanding the image bank.

Function requirements:

- Experience in the design / art / fashion and / or luxury industry.
- Experience in weighing up the various online marketing options.
- Talented networker & relationship management.
- Relevant (inter) national press network is an important advantage.
- Experience with Adobe Creative Cloud (including InDesign, Illustrator, and Photoshop).
- Good knowledge of SEO, SEA, Google Analytics, Google Ads (text, display, shopping), Google Tag Manager & Google Search Console. Knowledge of Google DataStudio is an advantage.
- Experience with Social Media & advertising (devising, running and managing campaigns).
- Experience with Wordpress. Experience with HTML is an advantage.

Company Benefits

Brand van Egmond offers an extraordinary work environment, opportunity for advancement, and good benefits.

Interested in this job?

Please send your application with a motivational letter and CV to:

Brand van Egmond B.V., Mrs. S. McWey, Nikkelstraat 41, 1411 AH Naarden.

Tel: 035-6921259, Fax: 035-6911725 E-mail: sylviamcwey@brandvanegmond.com

Website: www.brandvanegmond.com