



Brand van Egmond is an atelier where a team of people realize the ideas and designs of the founder William Brand. The company is very driven and internationally oriented and creates Haute Couture lighting for some of the most beautiful interiors and unique clients around the world. We are located in a beautiful office in Naarden (Amsterdam region).

We are looking for a **Digital Marketing and Communications Manager** to reinforce our team.

About the position

As a digital marketing and communication manager, you work in an international team overlooking all marketing communication initiatives for Brand van Egmond. You work closely together with our marketing manager and sales team to further shape and execute our digital initiatives, creatives and PR activities. As we aim high, our digital strategy is set up to enable business growth and with it significantly contribute to our overall success.

Responsibilities

- Work closely with the wider marketing team on content and design
- Manage paid AdWords and social campaigns (with support of external agencies)
- Accountable for supporting the digital marketing strategy across all our digital platforms
- Take ownership of cohesive SEO keyword strategy and implement technical SEO improvements
- Collaborate with internal teams to create landing pages and optimize user experience
- Initiate PR activities and initiatives, mailing campaigns and media outreach
- Support in the organisation of live and online events
- Support the development of our digital infrastructure and data management

Qualifications

- Strong knowledge of email marketing, A/B testing, and performance optimization
- Strong experience in google analytics and digital marketing analytics/reporting
- Skilled designer with keen eye for detail
- Experienced with CMS & Ecommerce systems (WordPress & WooCommerce is a pre)
- In-depth knowledge of various social media platforms, best practices, and website analytics
- Excellent interpersonal and people skills. Good problem-solving and decision-making skills
- Positive and resilient mindset, willing to test out new ways of working
- An active PR network is a preferred
- Excellent verbal and written communication skills

Company Benefits:

Brand van Egmond offers an extraordinary creative and international work environment, and good benefits.

Interested in this position?

Please send your letter and CV to Dennisvanegmond@brandvanegmond.com