



## **Brand van Egmond - Marketing and Communication Manager**

Are you passionate about transforming an artistic vision into a captivating brand experience? Join Brand van Egmond, an atelier specialised in the creation of lighting sculptures and renowned for its fusion of artistry and craftsmanship. Our lighting, designed by our founder William Brand, adorns the most exquisite interiors worldwide, transforming spaces into curated works of art.

### **About Us:**

Brand van Egmond is not just a workplace; it's a creative atelier where your skills and creativity can flourish. Located in a beautiful office in Naarden (Amsterdam region), we take pride in our international orientation and commitment to creating Haute Couture lighting for unique clients globally.

### **About the Position:**

As the Marketing and Communication Manager, you will play a pivotal role in shaping and executing our digital initiatives, creatives and PR activities. Collaborate closely with our sales team to enhance customer experiences, elevate our brand presence, and contribute significantly to our overall success.

### **Responsibilities:**

- Develop a cohesive marketing strategy that reflects the uniqueness of our lighting sculptures.
- Lead content creation and design of marketing materials to showcase the artistry behind our brand.
- Manage paid AdWords and social campaigns, working with external agencies.
- Drive the digital marketing strategy across all platforms, contributing to business growth.
- Own the SEO keyword strategy and implement technical SEO improvements.
- Collaborate with internal teams to create optimized landing pages and enhance user experiences.
- Initiate PR activities, mailing campaigns, and media outreach.
- Support in organizing live and online events.
- Contribute to the development of our digital infrastructure and data management.

### **Qualifications:**

- Strong strategic ability and analytical thinking.
- Skilled designer with proficiency in Adobe Creative Suite (Photoshop & InDesign).
- Experience in email marketing, A/B testing, and performance optimization.
- Proficient in Google Analytics and digital marketing analytics/reporting.
- Familiarity with CMS & E-commerce systems (WordPress & WooCommerce is a plus).
- In-depth knowledge of various social media platforms and website analytics.
- Positive and resilient mindset, willing to explore innovative approaches.
- An active PR network is preferred.
- Excellent verbal and written communication skills in English. Proficiency in Dutch is a plus.

### **Company Benefits:**

Brand van Egmond offers an extraordinarily creative and international work environment, along with attractive benefits.

**Interested in this job?** Please send your application with a motivational letter and CV to [dennisvanegmond@brandvanegmond.com](mailto:dennisvanegmond@brandvanegmond.com).