



## Brand van Egmond – Digital Marketing & Communications Manager

Brand van Egmond is an atelier where a dedicated team of people bring the ideas and designs of the founder William Brand alive. Driven by creativity and internationally oriented, the company crafts Haute Couture lighting for some of the most stunning interiors and unique clients around the world. We are located in one of the most beautiful offices in Naarden (Amsterdam region).

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

### The opportunity

We are seeking a Digital Marketing and Communications Manager to join our small and dedicated team and help us take Brand van Egmond to new heights. This role is perfect for a creative, data-driven and entrepreneurial marketer who thrives in a high-energy, fast-paced environment and shares our passion for beauty, craftsmanship and ambition.

In this position, you will play a key role in elevating our brand from "the world's best-kept secret in high-level design" to a globally recognised name. You will work closely with our Marketing and Sales team to create and implement strategies that connect us with our exclusive clientele both online and offline. If you are a curious, strategic thinker who can turn ideas into action, and you are excited by the challenge of promoting a uniquely creative and ambitious brand, this is the perfect role for you.

### Key Responsibilities

- **Omnichannel Strategy and Digital Transformation Leadership:** Lead the development and execution of an effective omnichannel strategy and digital transformation to drive business growth, strengthen global presence, and expand the customer base across both online and offline touchpoints, enhancing customer acquisition and loyalty.
- **User Experience & Conversion Optimization:** Optimise landing pages and digital interfaces to improve the sales funnel, ensuring alignment with our luxury brand's aesthetic and enhancing the overall user experience.
- **Data-Driven Marketing:** Leverage data analytics, including Google Analytics and Excel pivot tables, to inform marketing decisions, optimize campaign performance, and support customer acquisition strategies.
- **Campaign Management:** Oversee and manage paid AdWords and social media campaigns, coordinating with external agencies to optimise results.
- **SEO Strategy & Execution:** Develop and implement a cohesive SEO keyword strategy, including technical SEO improvements to boost organic traffic, visibility and online presence.
- **Content & Creative Collaboration:** Collaborate with the team to create engaging content that reflects our luxury aesthetic and resonates with our target audience.
- **Digital Infrastructure Development:** Contribute to the ongoing development of our digital infrastructure and data management systems.
- **PR and Media Initiatives:** Lead PR activities, including mailing campaigns and media outreach, to increase brand awareness and engagement.
- **Event Support:** Assist in organising both live and online events that showcase our designs and connect with our audience.



## Qualifications

- **Strategic Omnichannel and Digital Marketing Expertise:** Proven ability to lead and execute digital marketing strategies that drive growth and customer acquisition with strong knowledge of email marketing, A/B testing and performance optimization techniques. Solid understanding of SEO strategy and technical SEO implementation.
- **Analytical Skills:** Proven experience with Google Analytics, Excel (pivot tables) and other digital marketing analytics tools for reporting and data-driven decision making.
- **Technical Proficiency:** Experience with Google AdWords, Google Tag manager, Meta business suite, CMS and eCommerce systems (WordPress & WooCommerce preferred) is essential.
- **Social Media Knowledge:** In-depth understanding of various social media platforms, best practices, and website analytics.
- **User Experience & Conversion Focus:** deep understanding of UX and conversion rate optimization (CRO) strategies
- **Design Capabilities:** Design skills are a plus, helping to ensure that all marketing materials are visually compelling.
- **Communication Skills:** Excellent verbal and written communication skills in English are required; proficiency in Dutch is a very strong advantage.
- **Interpersonal Skills:** Strong interpersonal skills with the ability to work collaboratively across teams, coupled with good problem-solving and decision-making abilities.
- **Agency Experience:** Experience working with marketing agencies and 3rd party suppliers is preferred, as is an active PR network.
- **Positive Mindset:** A proactive and positive attitude, with a willingness to experiment with new ideas and approaches.

## What We Offer

- **Inspiring Work Environment:** Be part of a creative and internationally oriented team in a beautiful office setting.
- **Professional Growth:** Opportunities for growth and professional development within a high-end, luxury design brand.
- **Competitive Benefits:** We offer a comprehensive benefits package tailored to support your well-being and career progression.

## Ready to illuminate the world?

Please send, if you have the right to work in the EU, your letter and CV to [dennisvanegmond@brandvanegmond.com](mailto:dennisvanegmond@brandvanegmond.com)