



We are looking for an enthusiastic

Marketing Communications Professional

to provide support to various colleagues. In this role you'll be executing our online and offline communication and increase brand awareness.

Designing (in co-creation), editing and writing company materials will be an important part of your job. In this role, you should be an excellent communicator with strong attention to detail. If you also have experience in social media marketing we'd like to meet you.

Fluency in English is a must.

We offer you a great working environment and the possibility to grow into the role of senior marketing communications professional. When immune to stress and blessed with a good sense of humor, you'll fit in our ambitious team perfectly

Responsibilities

- Help/implement online and offline communications strategies
- Design (in co-creation) our promotional materials like brochures and product power point presentations and ensure that graphics and layouts are visually appealing and on-brand
- Draft, design, and edit communications copy about our company and products/services and advertise those in online and offline channels (e.g. advertorials, newsletters, social media posts and posts for our website)
- Monitor and maintain web content and social media pages and track ROI for marketing campaigns
- Assist/organize events like exhibitions or relationship events and promote our products and services during such events
- Update databases and media lists

Requirements

- Excellent communication skills (oral and written in both Dutch and English) and presentation skills
- Able to understand business needs
- Proficient in MS Office and content management systems like WordPress. Proficiency in design software (e.g. Photoshop, Adobe Creative Cloud), photo and video-editing software is a plus.
- Experience with marketing campaigns on social media is desired
- Knowledge of SEO and Google Analytics
- A keen eye for aesthetics and details
- Ability to work methodically and meet deadlines
- BSc/BA in Marketing, Communications, Design, Fine arts or a related field is desired. We also welcome future colleagues with a senior secondary vocational education in the mentioned areas of expertise

Interested?

Please send your CV accompanied by a motivational letter to jobs@praxis-automation.nl mentioning the job title you are applying for.