

## B2B Marketing Specialist

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Company: MarkJames Search

Location: Netherlands

Category: business-and-financial-operations

### Job description

Our client, a world leader in the technology industry, specialising in network devices and accessories is currently recruiting for an ambitious and enthusiastic B2B Marketing Specialist to help with the overall B2B marketing efforts.

### Responsibilities

Assisting with outbound and inbound marketing activities, using your expertise in areas including; content development, advertising and event planning.

Conducting market research to find trends

Brainstorming and developing ideas for creative B2B marketing campaigns

Liaising with external partners to execute promotional events and campaigns

Reach out to target audience through appropriate channels including email, channel media and social media

Assist in analysing marketing data (conversion rates, traffic etc)

Occasionally attend tradeshow and training activities

### Requirements

Minimum 2 years experience in a B2B marketing related role in the field of IT

Channel marketing, Content marketing and hardware marketing experience

Ability to write and speak in both Dutch and English

Experience using marketing data analytics and tools

Digital marketing experience including social media

This is a full time, permanent position. Salary is negotiable depending on experience.

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