

Digital Marketing Manager

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Company: DP World Australia

Location: Netherlands

Category: other-general

DP World is currently seeking a highly skilled **Digital Marketing Manager** to join our team . As a key player in our organization, you will collaborate closely with our commercial team, driving various campaigns and enhancing brand awareness. The preferred locations are **Germany, Netherlands or UK.**

How you will contribute

Positioning DP World as an end-to-end logistics provider in the mindset of the relevant target groups with the appropriate and coordinated narratives

Identify these target audiences (together with Commercial) and develop marketing plans with specific objectives, across different channels and segments

Establish a strong external customer engagement road map to strengthen the DP World brand awareness and create opportunities to network with customers

Conceptualize and execute on multi-channel campaigns across the prospect and along the entire customer journey ensuring the alignment of communication and messaging across all channels

Develop a marketing and campaign plan to increase awareness across all channels.

Traffic generation across digital channels (in support and close coordination with the Marketing Manager Sales Enablement) for all touchpoints

Customer journey management (from campaign side)

Responsible for the further development and maintenance of online channels and online marketing activities such as SEO and SEA for Euroa (in coordination with comms

Development of paid media and social media campaigns to increase awareness.

Forms the interface to comms, positioning its activities in terms of commercial marketing strategy

Ensures a consistent, stringent corporate identity and corporate design in close coordination with the Brand-Team

First level support for operational marketing requests such as advertisements etc. (. for branches)

Development of a marketing automation strategy (together with Sales Enablement)

Responsible for Performance-Marketing Europe (in coordination with Brand) and derivation of KPIs as well as campaign tracking and performance measurement

What you will bring

Qualifications

Professional experience in marketing, especially Brand and Awareness, ideally in a B2B environment

Content Management Focus

Experience in the conception and implementation of successful marketing strategies and campaigns

Broad knowledge in digital marketing and the development and maintenance of online channels (using content management systems) and online marketing activities

Expertise in SEO, SEA, paid media

Experience in Social Media, especially LinkedIn

Project management experience

Experience in Marketing Automation (google analytics) desirable

A sense for text and design, knowledge of Adobe Creative Suite is a plus.

Experience

Higher educational level (Degree Business Administration, marketing)

Working experience (minimum 4 years) within marketing, especially online-marketing

Experience in an advertising agency is useful

Skills

Strong communication skills - You are an exceptional listener. You communicate clearly. You write exceptionally well and you speak eloquently. You can explain just about anything to anyone. You're comfortable on the phone or to groups of people – at any level. You are incredibly tactful when delivering the facts.

Problem solving - You enjoy solving problems. Getting to the root cause. You love taking on difficult challenges and finding creative, innovative solutions. You don't get flustered easily. If you don't know the answer, you'll dig until you find it.

Detail oriented - You pay strong attention to the details as it is one of your core qualities. As far as you are concerned, anything worth doing is worth doing right, every single time. You stay focused, and nothing falls through the cracks on your watch.

Exceptional critical thinking skills - You can identify gaps in logic and underlying causes of issues; You think on your feet. You like learning new things, and you can learn quickly.

Strong collaborator - You can work independently because you self-manage, with limited direction and guidance, but you also enjoy collaborating across dynamic and multi-cultural teams and are personable, helpful and incredibly organised.

Results oriented - You are proactive in handling competing priorities and meet your deadlines and commitments; you always demonstrate a "can do" positive attitude. Result oriented, team driven and customer focused

Confidentiality - You consider and protect the confidentiality of company data at ALL times.

Flexibility to travel - You are ready to travel up to 20% of the time across the region and if necessary globe to our operations and customers.

IT skills - You are highly proficient in content management systems, have experience in Social Media and Marketing Automation Systems. You have good knowledge of the full Microsoft Office Suite, especially Powerpoint. knowledge of Adobe Creative Suite, and customer relationship management is a plus, but not a must

Languages - You speak and write fluent English

Additional Skills

Good written expression and able to write texts independently

Sales oriented mindset

Open and innovative mentality

Process-oriented and proactive approach

Project Management skills (prioritize, plan, assign and control)

Proactive self-starter and able to work with different stakeholders

Able to work under pressure and tight timelines

Compensation

DP World offers exciting and challenging roles within a growing international organization. We strive to hire and develop the right people, locally and globally, stimulating personal growth and self-development within an informal atmosphere. We offer a market competitive compensation package.

About DP World

Trade is the lifeblood of the global economy, creating opportunities and improving the quality of life for millions of people around the world. DP World is here to make trade flow better, changing what's possible for the customers and communities we serve globally. With more than 106,500 employees across 73 countries, we are pushing trade further and faster towards a seamless supply chain that's fit for the future. By integrating our physical infrastructure with cutting-edge technology, we create efficient end-to-end solutions, pushing the sector towards better ways to trade, minimising disruptions from the factory floor to the customer's door.

We're rapidly transforming and integrating our businesses - Ports and Terminals,

Economic Zones, Marine Services, Logistics and Technology – and uniting our global infrastructure with local expertise to create stronger, more efficient end-to-end supply chain solutions that can change the way the world trades.

The DP World family comprises of syncreon, Imperial and P&O.

DP World is committed to the principles of Equal Employment Opportunity (EEO). We strongly believe that employing a diverse workforce is central to our success and we make recruiting decisions based on your experience and skills. We believe that employees are happiest when they're empowered to be their true, authentic selves. **So, please come as you are. We can't wait to meet you.**

By submitting your resume and application information, you authorize DP World to transmit and store your information in the world-wide recruitment database, and to circulate that information as necessary for the purpose of evaluating your qualifications for this or other job vacancies.

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