

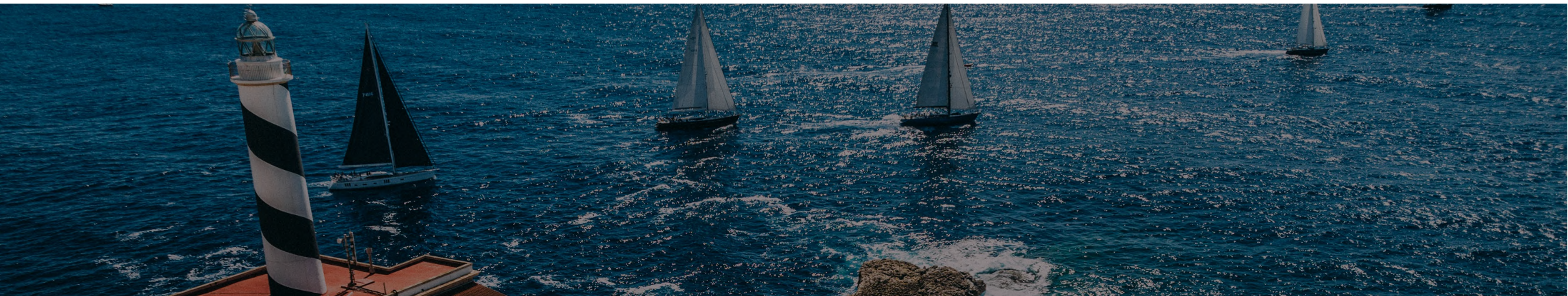
CAREER OPPORTUNITY

Content Marketeer



ALMERE (NL)

At **YANMAR Marine International** (YMI), we understand the importance of maintaining **excellent customer relationships** and driving further growth. A **Content Marketeer** plays a critical role in achieving these goals by creating and promoting **high-quality content** that **attracts and engages** new customers while retaining existing ones. This is especially crucial for a company committed to delivering outstanding on-water experiences. Ultimately, our best sales strategy is a **satisfied customer**, and a content marketer can help achieve this by creating content that meets the **needs and interests** of our customers and their clients. It's not just about the technology – **it's about the experience!**





ABOUT YANMAR

With beginnings in Osaka, Japan, in 1912, YANMAR was the first ever to succeed in making a compact diesel engine of a practical size in 1933. A pioneer in diesel engine technology, YANMAR is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components.

YANMAR's global business operations span seven domains. On land, at sea, and in the city, YANMAR provides advanced solutions to the challenges customers face, towards realizing A SUSTAINABLE FUTURE.

YANMAR Marine International (YMI) in Almere is the Global headquarters for the marine recreational engine business. The YANMAR location in Almere, near Amsterdam, is established in 1989 and has more than 200 employees and 24 different nationalities all under one roof, a truly international company, serving the needs of its international customers. YMI is a leading supplier of innovative engines and technology-driven marine propulsion systems, YMI supplies the world's cleanest, most efficient, reliable and durable diesel engines for the recreational sector – both sailboats and powerboats – and light duty commercial applications.

Recently we started a new chapter in YANMAR's rich history of innovation. We introduced the YANMAR GREEN CHALLENGE 2050. The challenge is to be an environmentally friendly, greenhouse gas-free company. This means that our company is transforming, one step at a time.

VACANCY

What are you going to do?

As our Content Marketeer, you'll be responsible for writing and creating engaging campaigns across all channels, including website, social media, newsletters, and blogs. Your primary focus will be to create high-quality print, visual, and video content that captivates our audience and drives engagement. You're a member of the marketing team consisting 3 persons. In this role you'll collaborate with various departments to identify market opportunities and develop and execute (digital) marketing campaigns to target them. You'll be a one-stop-shop for campaign management, from start to finish, managing, evaluating, and reporting on your efforts. As YMI we regularly visit international events to meet our audience. This is the perfect setting to create relevant and attractive content, so traveling is an essential part of your job. As part of the marketing team, you'll also take on additional projects and tasks as assigned. If you're ready to take on a dynamic role in a growing company then this is a dream job!

Your main tasks and responsibilities

- You'll be responsible for multi-channel content creation, including social media posts to promote our brand and reach target audiences;
- Working closely with the CRM Team, you'll help map out the customer journey and integrate marketing for email and newsletter automations and customer surveys;
- Coordinate with the translation company, text writers, and designers to ensure our messaging resonates with our global customer base;
- Collecting, selecting, structuring, combining, and interpreting external and internal digital data, information, and developments by working closely with the sales and CRM teams;
- Contribute to the redesign and migration of the YANMAR Marine multilingual website and coordinate with web developers, UX experts, translation companies, writers, and designers.



PROFILE

Who are we looking for?

This role offers an exciting opportunity for an adventurous individual. As part of an international team at the Global Head Office, you'll have a chance to learn and experience the Marine Leisure industry from around the world. Traveling to events and shooting video testimonials with customers in places like the Mediterranean will be a part of your role. We're seeking a creative and proactive candidate with a can-do attitude, who enjoys making new contacts and is not afraid to take risks to get things done. If you have a passion for creating amazing content and experiencing life on the water with customers, then we'd love to hear from you.

The ideal candidate

- Bachelor's Degree;
- At least 3 Years of content Marketing experience and of omni channel campaigns that are data driven;
- Creative with excellent writing and editing skills;
- Knowledge about or the willingness to learn: SEO & SEA, CRM systems and integrations, Website and Social analytics tools, Marketing automation, CMS such as WordPress;
- The following mindset qualities apply to you: Result driven, creative mind, communicative, problem solver, pro-active and strong focus on relation management;
- Strong language skills, fluent in both spoken and written English, preferably as second language Dutch.

Work location

Your regular workplace is Almere, but hybrid working (40% home/60% office) is possible in this position. In this position you will frequently travel (20-30%) internationally to customers, distributors and trade shows.

OFFER

What do we offer?

In this position as a Content Marketeer you are of absolute value in our growth ambitions and customer satisfaction. We offer a position in a truly international organization, with respect for each individual's culture and room for individual development. A job in a dynamic environment, where every day is different. Freedom to take initiatives and express ideas. Motivated and open colleagues that will be pleased to welcome you. YANMAR is a stable and solid employer.

Employee Benefits

- ✓ A competitive salary matching your knowledge and experience;
- ✓ Possibilities to work from home;
- ✓ Standard working week of 37.5 hours, with flexible working hours;
- ✓ The possibility to follow training and education;
- ✓ Commuting allowance;
- ✓ 27 vacation days (+the ability to build up time for time);
- ✓ 8% holiday allowance, year-end bonus bases on company results;
- ✓ Good pension scheme and collective health insurance.





“YANMAR is known for its sustainable, high-quality products and for being a reliable partner delivering outstanding on-water experiences. But sailing is also a way of life and it’s my team’s job to inform the market about all YANMAR solutions and to show the different experiences a sailor can have on the water with YANMAR products. You will be part of a fun, hard working team who are passionate about marketing within the marine community.”

MICHELE DURKIN
MARKETING MANAGER



NEXT STEPS

Interested?

The application process is clear and fast.

1. Short telephone acquaintance
2. 1st interview on location at YANMAR
3. 2nd interview on location at YANMAR
4. Job offer
5. Let's get started!



We would like to get in touch!

Call or send **Ralph Jonker (Recruiter)** a WhatsApp on +31(0)627167714 or send an email to ralph_jonker@yanmar.com