



For the Brand & Promotion department of Yanmar Europe, located in Almere, the Netherlands, we are looking to recruit a:

DIGITAL MARKETING SPECIALIST

Objective

To develop, expand and optimize Yanmar's digital communication in line with the global communication strategy and brand guidelines, in order to optimally position the organization externally and contribute to Yanmar brand awareness and realization of commercial objectives.

Summary position description

Digital Marketing campaigns

- Supports the development and implementation of the Yanmar digital marketing and social media strategy in the region.

Key metrics and analysis

- Collects, selects, structures, combines and interprets external and internal digital data, information and developments by working closely with the sales teams.

Website Management

- Contributes to the redesign and migration of the Yanmar Europe multilingual websites and coordinates with the web developer, UX expert, translation company, text writers and designers.

Other marketing projects

- Contributes to the development and implementation of new marketing products, processes or standards that will have impact on the achievement of functional results.
- Defines, plans, manages, and executes assigned Marketing-related projects, within the project management guidelines.

Requirements

- Bachelor degree, preferably in Marketing
- 3+ years of digital campaigns experience preferably in B2B environment
- Experience with SEO & SEA and website optimization
- Knowledge of website analytics tools (Google Tag Manager & Hotjar)
- Experience with automation systems & demand generation tools
- Master in WordPress, some knowledge of HTML
- Fluency in English and Dutch

Candidates must live in the Netherlands and have a permanent residence- and work permit.

Yanmar Europe offers:

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. Quality products that have a reliable and excellent reputation. Yanmar is a stable and solid employer with labour conditions that conform to the market, incl. a flexible working time system.



**Interested?**

Mail your motivation letter, together with your CV, to Mrs. Trudy van Eikeren, Manager Human Resources.

E-mail: trudy_vaneikeren@yanmar.com

Telephone number: 036 54 93 273

www.yanmar.com/eu

About Yanmar

Yanmar Europe BV and Yanmar Marine International BV are subsidiaries of Yanmar Co. Ltd., a Japanese family owned business.

Yanmar, founded in 1912, is producer of diesel engines and components, as well as agricultural machinery, mini-excavators and micro cogeneration units.

The engines are used in a wide range of applications for the agricultural, industrial construction and marine markets, both commercial and pleasure.

Approximately twenty thousand people work for the group worldwide, in Asia, the Americas and Europe.

Yanmar Europe and Yanmar Marine International are located in Almere, the Netherlands. Activities here include the sales of diesel engines, agricultural machinery and micro cogeneration units to the European and African markets, the assembly of marine engines and the sales and supply of spare parts.

Yanmar is an international operating and thinking organization where different cultures and nationalities are appreciated. Yanmar is known as a well-established brand and wins golden opinions because of its client orientated and subservient attitude towards its customers.

www.yanmar.com/eu

Acquisition in response to this ad is not appreciated

YANMAR