



## **About Nippon Recruitment**

*Nippon Recruitment specialises in international recruitment worldwide, with a focus on Japanese companies. On behalf of our customer, a multinational Japanese manufacturer of Personal Electric Vehicles, located near Amsterdam, we are looking for a*

### **Marketing Manager, Amsterdam (1036) Inventive, global, fluency in English**

#### **Company information**

Our customer is a leading manufacturer of Personal Electric Vehicles. These products are being manufactured in Asia, EMEA sales are being lead from the Amsterdam-office. The global HQ is located in Japan.

#### **Job description**

You will manage all marketing activities – both online and offline – in Europe and the UK in order to increase awareness and preference for the brand and products. Our customer just initiated marketing and branding actions in this market, so there is a lot of room to improve – your ownership and ideas are always welcomed. You will work closely with the VP and build marketing plans and implement them by yourself, with your colleagues, and by working with external agencies. You will also connect to global marketing colleagues in the US and Japan to share and learn best practice:

- Developing annual/semi-annual marketing plans for both online and offline channels and setting monitoring indicators
- Evaluating and selecting external agencies
- Executing online marketing tactics, including paid advertisements (e.g., Google Ads, SNS ads), SNS marketing, SEO, website/EC-site enhancement
- Executing offline marketing tactics (e.g., events, flyers)
- Executing plans to collect user voices in order to improve products and services
- Leading/supporting communication with distributors
- Analysing outcomes from executions and reports
- Supporting to develop the marketing team and recruit new colleagues



## **Job requirements**

In order to qualify for this versatile and challenging position, required are at least the following criteria:

- 2+ years of hands-on experience in online marketing, incl. paid advertisements, SNS marketing, email marketing, CRM, website UX/UI enhancement
- Online marketing experience in Europe and/or the UK is highly preferable
- Experience in offline marketing, including display advertisement, flyers in Europe and/or the UK is preferred
- Organizational, analytical, problem-solving and project management skills
- Strong motivation on data-driven marketing and team work
- English proficiency in both written and verbal communication
- French, German, Dutch, or any other European language skills are preferred
- Japanese language skills will be a plus

Are you looking for this broad and challenging role? Please send your CV to (Ms.) Izumi Sawada ([application@nipponrecruitment.com](mailto:application@nipponrecruitment.com)) or call: + 31 6 3013 7769.