

# Vacancy: Marketing and Communication Officer



**Do you have a passion for marketing, media and communications and are you looking for a challenging role? Do you want to be part of an exciting and growing international company? Are you experienced and do you have brilliant ideas about realizing growth of a company with a unique proposition and product in the B2B market?**

**If so, we are looking for you!**

## Company

We are Gordian Logistic Experts, a Dutch-rooted service supply chain and MRO management consultancy, services and IT company located in Maarsse, The Netherlands, and in Cape Town, South Africa.

We focus on parts supply for Maintenance Repair and Overhaul (MRO) and spares management. Gordian adds value by reducing physical asset downtime by ensuring spares availability. Gordian helps clients reduce operational costs, improve service levels, and decrease working capital. We collaborate with clients who have capital-intensive physical assets such as production and manufacturing facilities, mining equipment and transportation fleets.

Gordian has been expanding internationally since 2018 and we are looking for a self-driven and highly motivated Marketing and Communications Officer (MCO), preferably in a guiding and executive role.

Gordian is at the beginning of an exciting new journey in which we have defined three separate business units. Each of them focusing on a speciality a) Consultancy b) Software Development and c) Services. The lifecycle for each of these business units are at a different phase, which requires a different marketing approach, which makes this a challenging role for the MCO.

For more information, check our website [www.gordian.nl](http://www.gordian.nl).

## Working environment

At Gordian, we provide the opportunity for individuals to enjoy their working lives as much as their home lives. We foster a team environment where everyone is recognised, valued, and developed to support our company strategy.

You will be working internationally to expand our global footprint, with a further focus to help expand regional footprint within our target markets.

As MCO you will report directly to the International Business Development Manager, and you will work from our offices as well as from home.

A typical day for the MCO would consist of developing and coordinating blogs, events, creating LinkedIn posts and continuously drive the marketing drumbeat through effective communication. The ideal candidate will share their marketing knowledge and creativity to maximize our marketing strategies.

## Requirements

- Bachelor's degree in marketing, communications, journalism, or related field (e.g., NIMA B or B. Com Marketing)
- 4 years' working experience in marketing and in a support function to sales preferably in a consultancy or IT environment
- Excellent written and verbal communication skills (English critical, Dutch a benefit)
- Extensive knowledge of (online) marketing strategies, social media, and branding
- Excellent proficiency in the Microsoft toolset and other programs or platforms, like WordPress, InDesign, Mailchimp, Canva, LinkedIn (Pro), etc.
- Proven experience in developing and implementing successful marketing programs
- Strategic thinker who is not afraid to contribute operationally as well





## Responsibilities

- Develop, manage, and execute coherent marketing and communication plans within budget requirements
- Support our global sales team with, and in their marketing expressions
- Process and manage sales and marketing documents and content
- Develop and promote branding initiatives consistent with corporate business goals and objectives (support and challenge Senior management)
- Develop and manage all products, services, and other material conform to brand identity; conduct ongoing brand management (incl. house style)
- Evaluate the success of various communication strategies and provide and implement recommendations for improvement
- Perform Marketing analyses
- Utilizing company tools such as CRM, google analytics, PowerBI etc. to extract sales and marketing information
- Analyse potential new products/media to enhance the marketing/communications work
- Develop, own, manage and update industry events radar (calendar)
- Collaborate with the executive team on admin processes and event planning
- Update the company website with content, copyright and projects
- Assist with research and development and update products and services
- Organise/guide marketing events (physical and online) on specific topics
- Prepare and manage all event and marketing documentation, such as event project sheets and PowerPoint presentations
- Prepare and present reports to senior management



## Personnel skills that will make you successful in this role

- Independent, responsible, and a great team player
- Results orientated
- Self-starter and strategic thinker
- Proactive, eager to adapt and learn
- Strong time management and execution skills

## What we offer

- Flexible working hours in a hybrid working environment
- Personal development possibilities
- A market related salary
- Laptop, Cellphone, Pension contribution and 26 days leave
- Friendly and open co-workers, enthusiastic and driven company values

## Important information

- Start date: June/July 2023
- The recruitment process includes several interviews and assessments

## How to apply

Please send your updated CV and cover letter to Marijcke Langhout: [recruitment@gordian.nl](mailto:recruitment@gordian.nl)  
For more information about the job, send your email to [recruitment@gordian.nl](mailto:recruitment@gordian.nl)



**Gordian Logistic Experts B.V. - Maarsse, Netherlands**

### Interested?

Send your resume with motivation to Marijcke Langhout: [recruitment@gordian.nl](mailto:recruitment@gordian.nl)