

THE FASTEST GROWING STROLLER BRAND IN THE WORLD IS HIRING!

We are currently looking for a full time All-round MARKETEER (M/F)

About Leclerc Baby

Leclerc Baby is a brand name of LSC Europe, a young and innovative company located in the heart of Rotterdam, but active worldwide. Our core business is the production and marketing of consumer products, specifically aimed at babies and young children. Think of our strollers, which can be folded and unfolded with one single touch of a button.

Location and start date

The job is performed in our HQ office in Rotterdam, preferred start date is February 2022.

Core of the function

The role of the All-round marketer is to plan, develop, implement and manage our marketing efforts globally. In addition you are responsible for guiding, training and managing our external clients and suppliers. You will work closely together with the Digital Marketing Coordinator, Social Media Manager, Campaign manager and COO.

You're up to date with all marketing developments, both online and offline. You're a creative force and are excellent at planning, executing, and completing campaigns. You've worked on content creation, in particular photo/ video shoots and you are familiar with branding. You're a natural in keeping the overview yet are not afraid to get your hands dirty. In short, we're seeking a multi-talented creative who understands the complete customer journey.

Key responsibilities

- Guard the company's brand value and strategic objectives.
- Manage, maintain and develop various marketing channels, such as distributors, retailers and consumers, both online and offline.
- Develop and improving websites, brand pages and e-commerce channels.
- Manage and develop marketing campaigns including assets online and offline.
- Track data like Google Analytics data and make analysis.
- Key client relationship management in regards to marketing topics.
- Managing budgets and reports.

Job requirements

- Fluent in English, both oral and written.
- Bachelor degree
- Min. 5 years' marketing experience
- Experienced with instore promotions and POS materials.
- Experienced with e-commerce.
- Able to work with Photoshop, Canva, Mailchimp and others.
- Experienced with CRM and project management.

Profile

- You excel in creative thinking.
- Skilled in the field of Marketing and E-commerce.
- Pro-active mindset and takes initiative.
- Has good communication and planning skills.

Competencies

- Creative
- Responsible
- Flexible
- Focused on results
- Independent
- Team player

What we offer

- A position in which you have a lot of opportunities in a rapidly growing company.
- A competitive salary and excellent package of secondary benefits.
- An international and inspiring working environment in the heart of Rotterdam

Contact

We look forward to receiving your application and C.V. via: welcome@leclercbaby.com