

## TASKS AND PRODUCTS, THAT INSPIRE!

BERNINA is active in 80 countries.

It is a family-owned group, managed by an inspiring and charismatic family member. This results in a strong value-driven long-term approach, with respect for all stakeholders. It is praised by its dealers for the quality of the products but also for the strong marketing and educational support.

Belgium and the Netherlands are managed out of the Breda office. BERNINA is currently looking for a talented

### Online Marketing Assistant Netherlands and Belgium m/f

The role reports to the Marketing Manager Netherlands and Belgium. Objective of the function are Strategic planning, realizing and further developing the digital brand presence in the Netherlands and Belgium and Lead generation and evaluation.

#### Tasks

- Developing and implementing the Digital Marketing Strategy and Marketing Campaigns
- Market-oriented alignment and continuous development of CRM
- Creating content (text & image) in the area of marketing automation
- Maintaining and delivering content for website, SoM channels and blog
- Identifying trends and developing new, creative marketing approaches
- Reviewing and ensuring EU privacy policy for all campaigns to be carried out
- Contributing to the monitoring of budget control of the Digital Marketing total budget
- Leading cross-sectoral projects

#### Profile

- Higher education in business administration or business informatics with a marketing component (university / college) is desirable, but no must
- Sound know-how in digital marketing, SEO, SEA, CRM, creative thinking
- Languages : Dutch and French; spoken/written English
- Good general PC knowledge

Interested ? Please send your letter of application and CV under ref. 1306.GV.dms for the attention of Guy Vereecke to AHEAD, avenue des Arts 1-2, B - 1210 Brussels (02/223.23.90; [brussels@ahead.be](mailto:brussels@ahead.be); [www.ahead.be](http://www.ahead.be)).

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