



Marketing & Events Manager – EU or U.S.

Location: Europe (NL, BE, DE, SE) or **United States** (TX, GA, MN, NJ)

Due to very fast-growing interest and demand, Vinturas is recruiting a Marketing & Events Manager in Europe (NL, BE, DE, SE) or the United States (TX, GA, MN, NJ).

The ideal candidate must be well-versed in the logistics and supply chain industry, digitization, and technology. You must be able to execute the marketing strategy and plan, positioning the company and products to stakeholders in the targeted prospect markets. In addition, you will be responsible for planning, managing, and coordinating international events, conferences, webinars, and other activities supporting the Sales organization.

This is an excellent opportunity to work for a fast-growing and disruptive global scale-up company, that has built the first cloud-based supply chain interoperability and network solution in the Finished Vehicle industry, using blockchain technology.

Responsibilities:

Marketing

- Plan, implement and evaluate marketing and communication strategy to ensure the correct positioning of the company, its associated products, and brands are relevant internally and externally.
- Create and deliver innovative and results-driven marketing and communication plans to ensure the correct positioning and demand levels for the products are met.
- Execute these marketing and communication plans, including developing a range of marketing collateral, content, and campaigns, and focusing on the effective use of social media and digital marketing tactics.
- Manage the website and social media platforms content, and write creative, engaging, and accurate content for the promotion of products and brands, ensuring brand values are demonstrated consistently through all communications.
- Maintain a balanced scorecard of critical success factors, measures, and targets for each market/product campaign, measuring performance, and taking pre-emptive/corrective action as appropriate.
- Gather, analyse, and present structured information for use by the Management Team.

- Procure services in line with relevant procurement policies and procedures.
- Work with preferred suppliers to plan and manage marketing communication delivery.
- Budget management.

Event Management

- Deliver and organise all events and projects in a smooth and controlled manner, using an established event project management process.
- Research, liaise and negotiate with venues and other key suppliers.
- Manage venue, catering, signage, AV, and other suppliers.
- Sponsor, exhibitor, delegate, and stakeholder management and liaison.
- Effective (on-site) management and control during set up, delivery, and breakdown for all events.
- Ensure robust customer satisfaction and impact evaluation processes are in place for all events and workshops and to support the creation of post-event evaluation reports.
- Budget management

Minimum Qualifications:

- Bachelor's degree in Marketing or related fields.
- 10+ years B2B marketing experience and campaign delivery across a range of Channels, including social media, email marketing, direct marketing, a.o.
- Experience of event delivery in a B2B context.
- Experience in procurement and negotiation with suppliers.
- Ability to self-manage and prioritise the work of self and others.
- Excellent organizational and analytical skills.
- Experience in Enterprise Software and/or private blockchain technology is a big plus.



- Experience in the Supply Chain industry is a big plus.
- Ability to learn and pick up on our products and articulate the distinct aspects of products and services.
- English language skills are required, any other language is a big plus.
- Occasional (international) travel as needed (subject to Covid19 a.o. restrictions)
- Office location: remote, home office

Please send your application to: hr@Vinturas.com