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| POSITION DESCRIPTION STATEMENT (PDS) | Position title | Marketeer |
| | Position number | 4.02 |
| | Functional Area | Sales & Marketing |
| | Job Type | Hybrid Work – Flexible Working |
| | Version | 1.2 |
| | Language | English |

INTRODUCTION:

This job description (Position Description Statement, PDS) describes the content and requirements of the relevant function. The drafting of the job descriptions of all positions within Evolve IP, forces the organisation to think about what knowledge, skills, characteristics and experiences the ideal Associate should have for a specific job. It is a useful tool for recruiting staff because it increases the chances of the right candidate.

Following the recruitment, the selection interviews and job interviews are based on the job criteria, established in the PDS. This PDS can be used to judge a new Associate and determine the job evaluation with the corresponding remuneration. The PDS can also be used as an instrument for assessing an Associate. During the assessment, it is then checked whether the Associate has fulfilled the job criteria in the past period. The training plan and the knowledge matrix are linked to this. Finally, all job descriptions jointly provide insight into the organisation's structure. This insight provides an overview of, for example, overlap in functions, or the lack of certain functions.

POSITION SUMMARY:

The primary responsibility of a Marketeer is to first support the Netherlands team and collaborate with the EU Marketing Manager and guarantee the success of the wider EMEA team by executing the EMEA Marketing Strategy.

We are looking for a creative individual who has an eye for detail and understands the importance of the marketing mix. The role is a combination of everyday marketing activities, creating social media content, email marketing, blog creation and marketing collateral as well as managing lead generation activities, event management, campaign creation and delivery.

The role is also part of an international team, giving the opportunity to collaborate on global projects in the US and collaborate with a larger team on brand messaging, campaigns, and creative projects.

As the EMEA marketing team is small, we are looking for someone who is happy to get involved in tasks and help the business succeed. This is an excellent opportunity for an enthusiastic marketeer to make an impact.

PLACE IN THE ORGANIZATION:

- Reports to the EU Marketing Manager
- Works closely with The Sales Team
- Operates within the international Marketing team of Evolve IP

TASKS & RESPONSIBILITIES:

- Responsible for the execution of the EMEA Marketing strategy and supporting sales targets and lead generation with the support of the EU Marketing Manager
- Translating all relevant Corporate Communication for the EMEA market
- Responsible for guarding the corporate identity and supplying the internal organization with all necessary communication items
- Building reports on all marketing activities
- Excellent and developing relationships with vendors and ad hoc staff.
- Keeping the Evolve IP Website up to date
- Managing the content management system used within the business
- Work with the wider marketing team to help create new designs and support with generating written and video content
- Competent in creating internal and external communications
- Comply with IS rules and procedures
- Point out IS incidents

COMPETENCES:

- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification when needed; Responds well to questions; Participates in meetings.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organisations' strengths and weaknesses; Analyses market trends and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Planning/ Organisation**- Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other Associates and their tasks; Develops realistic action plans.
- **Time Management** - Meets productivity standards; Completes work in a timely manner; Strives to increase productivity; Works quickly.
- **Team Communication** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Team player - Listens and responds constructively to other team members' ideas; Offers support for others' ideas and proposals; Is open with other team members about their concerns; Expresses disagreement constructively; Gives honest and constructive feedback to other team members; Works for solutions that all team members can support; Seeks opportunities to work on teams as a means to develop experience, and knowledge; Provides assistance, information, or other support to others, to build or maintain relationships with them.

KNOWLEDGE & SKILLS:

- Bachelor's degree/work and thinking level in the field of marketing
- 1 to 2 years' experience in an equivalent position
- Digital marketing knowledge

- Excellent visual communication skills
- Accuracy and attention to detail
- Exceptional creative flair and an innovative approach to all content and design projects
- Knowledge of a range of marketing tools
- Knowledge of HubSpot (preferred but not essential)
- Knowledge of Adobe product set
- MSOffice proficient
- Strong interpersonal, written, and oral communication skills, both in English and in Dutch (German is a plus)
- High EQ (Emotional Intelligence)
- Some knowledge of ISO27001 and IS rules and IS procedures within Evolve IP
- Accuracy
- Integrity

KEY PERFORMANCE INDICATORS (KPI'S)

Within your role, you will have a clear lead target that you will work towards alongside the sales team, plus KPI's set by the global marketing team.

- MRC/SOI target
- MQL/SQL target
- Cost per lead
- Traffic to lead ratio
- Evolve IQ: Passed all assignments before the due date
- Evolve IQ: Knowledge transfer via creating training material before the due date

INDICATION OF SALARY:

- Between 2.500 - 3.500 euros gross salary per month
- A performance-related bonus of max. 1 gross monthly salary, based on KPI's