

Job Title: Country Marketing Manager – Belgium & The Netherlands
(part-time 24hours/week)

Division: Marketing

Location/Office: Amsterdam, The Netherlands

Reporting to: Marketing Director CE

Goodman is globally integrated property group that owns, develops and manages industrial property and business space across sixteen countries in Europe, Asia Pacific and the Americas.



- + **Own:** Goodman buys property for the long-term, providing ongoing relationships with customers and investment opportunities for its funds
- + **Develop:** Goodman's tailor-made developments across Asia Pacific and Europe are designed to meet the individual needs of its customers
- + **Manage:** Goodman's in-house property services teams ensure the operational needs of its customers are met and its assets are maintained to an exceptional standard. This generates increased customer satisfaction, higher retention rates and, in turn, secure returns for investors.

Primary Objective of this position:

Goodman is currently seeking a proactive, experienced B2B marketing manager to manage the development and implementation of its marketing activities for Belgium and The Netherlands in line with our European marketing strategy. The function will be based in our office in Amsterdam.

The Marketing Manager will develop and implement the strategic marketing plans, activities and tools working as an integrated member of the country teams as well as the European marketing team.

Accountabilities and duties

The Marketing Manager acts as brand guardian in their markets. They will be responsible for translating the country's business strategy into relevant, effective marketing and communications strategies and executing tactical plans under the following four categories:

+ Brand building:

- Build brand awareness and understanding for Goodman across all stakeholder groups and within key industry sectors
- Integrate branding into new developments and manage signage programs
- Develop (digital) tools and content to expand brand awareness and (online) presence
- Professionally manage Goodman's presence at industry events (exhibitions/conferences, customer and broker events, sponsorships)

+ Property Marketing

- Responsible for marketing the portfolio of industrial properties and landbanks across The Netherlands and Belgium to drive and maintain occupancy and ensure a professional image is communicated.
- Develop and implement integrated online/offline property marketing campaigns including campaign management, collateral development, advertising, signage, website and event co-ordination
- Develop and maintain (digital) platforms and tools to promote the property portfolios in each market.
- Manage and build proactive, long term relationships with agents / brokers. Develop and implement channel marketing programs, activities and tools. Manage and coordinate Goodman's presence at key industry, customer and broker events ensuring a professional image is conveyed.
- Develop and maintain property marketing budgets

+ Corporate Communication

The Marketing Manager guides all external corporate communication to ensure clear, consistent messaging across all communication platforms.

The Marketing Manager is responsible for the country marketing budgets (allocation, management and tracking). They will also regularly reassess the marketing and communications strategies, plans and platforms to ensure best in class activities

Relationships

- + Reports to: Direct: CE Marketing Director.
- + Internal contacts: Country Managers, Country-specific Heads, CE Communications Manager, other
- + External contacts: Customers, agents, agencies & other suppliers, industry peers, press

Skills, Knowledge and Experience:

- + 7 - 10 years' experience in a hands-on B2B marketing role. Experience in the real estate, logistics or hotel sector is an advantage
- + In-depth knowledge of B2B marketing strategy development, brand management, campaign development and execution, and effective, efficient tactical marketing planning
- + Experience with a wide range of marketing techniques and tools, including solid demonstrable experience with digital marketing in a B2B environment
- + Excellent project management skills with a results- and deadline-driven approach
- + Self-starter with a hands-on approach to marketing
- + Creative flair
- + Customer service focus
- + A strong, collaborative team player with experience working in a matrix organization
- + Experience managing creative agencies, writers, consultants, and vendors
- + Language requirements: Dutch-native, excellent English

Our ideal Marketing Manager is a passionate, experienced B2B marketer with a strong entrepreneurial mind-set and great 'can-do' attitude. The successful candidate will use their initiative, be both a strategic thinker and strong in execution. They will be a team player and have the ability to work well under tight deadlines... In return, at Goodman we offer an environment in which you are empowered to use your talents to identify opportunities and realise goals in the most ideal way to achieve the best possible results. Every new member of our team is also guided by an onboarding program and championed by a dedicated buddy and mentor.