



easywalker



MINI | by easywalker



Disney | by easywalker

Junior International Brand Manager

company | about us

At Easywalker we develop strollers and buggies that stimulate parents to go out and explore the world with their child. Our company entered the market in 1989 with the introduction of a radical new stroller concept: the first three-wheel stroller in Europe. That challenger mentality is still very much alive and we pride ourselves in making products that are easy to use, cleverly designed and highly comfortable for parents and kids. We are constantly looking for new ways to make parents “walk” more “easy”. Because we believe that happiness lies in connecting with the world and the people around you.

Still based in Amsterdam, we now service 45 countries by offering products under three separate brands: Easywalker, MINI by Easywalker and Disney by Easywalker. All clearly positioned propositions with their own product assortment and marketing approach.

We are a closely connected and dedicated team. Everyone ‘eats and dreams’ our branded strategy and works from a strong entrepreneurial spirit. We want to continue to challenge, we want to continue to innovate, we want to continue to grow.

position

We have a fantastic opportunity for a Junior International Brand Manager. You will be responsible for the execution and coordination of wide-ranging Marketing Communications activities, like photoshoots, printing and logistics of POS materials, event organizations (fairs etc), blogger campaigns, PR activities etc. You support the Marketing Director in the strategy setting and take responsibility for part of the execution. You will be part of the team that creates and delivers world-class Marketing Communication for our brands in a very international context.

You are a jack-of-all-trades, that wants to make things happen. It’s no problem for you to coordinate multiple projects at the same time because you have a very structured way of working. You have an outgoing personality that connects easily with people from all over the world. You love to work in a creative and entrepreneurial environment and are eager to learn.

desired skills & expertise

- Bachelor degree in Marketing, PR or Communications;
- At least 2-3 years of experience in an International marketing environment. Retail experience is an added bonus;
- Excellent organisational skills and a sharp eye for detail;
- Self-starter with a hands-on mentality;
- Outgoing personality with creative flair;
- Basic understanding of branding and retail marketing principles;
- Editing and copywriting experience;
- Must be native in Dutch and fluent in English. Fluency in German is an added bonus;
- This position is for 32-40 hours a week.

our offer

- Remuneration in line with experience and expertise;
- A great office, at a great location in Amsterdam Zuid;
- A great place to develop yourself as a marketing professional in an international, entrepreneurial environment;
- A job with lots of variety. No day is the same.

how to contact us?

Please send your cover letter and resume to jobs@easywalker.nl

Let's walk together, let's grow together!