



## WE ARE HIRING A SR. MARKETING MANAGER

### company

Easywalker develops award winning, high quality and stylish strollers and accessories. The company entered the market in 1989 with the introduction of a radical new stroller concept: the first three-wheel stroller in Europe. This innate challenger mentality is still very much alive and resulted in fast growth in the last few years. From a strong identity and vision, they want to bring innovation to the industry and create a 'love brand' that will be embraced by their consumers. The purpose is to let parents experience the Beauty of Bonding.

Next to the Easywalker brand, they developed the MINI by Easywalker and Disney by Easywalker brands. Three clearly positioned propositions with their own product assortments and marketing approach.

In Northern Europe, they sell directly to (large) retailers from their headquarters in Amsterdam. In the other 45 countries, with a focus on Europe, Asia and the Middle East, they are represented by exclusive distributors. The combination of strong marketing, new products and stimulating sell-through on the shop floor, will grow the revenue. They are a closely connected and dedicated team. Everyone 'eats and dreams' their branded strategy and works from a strong entrepreneurial spirit. They want to continue to challenge, they want to continue to innovate, they want to continue to grow.

### position

The Easywalker Marketing Manager is a senior role, responsible for creating and executing Easywalker's Marketing Strategy & Plans to support the brand Sales and Market Share Objectives.

You Manage, develop and motivate a small creative Marketing team (3 FTE). Together you set the strategy and make sure that this strategy 'lands' with our potential consumers in 45 countries. You set and safeguard the positioning of our different propositions and always work from a strong conceptual vision. In our direct countries, you lead the brand activation campaigns. For the distribution countries, you support their distributors to implement our strategy in their countries.

As a member of the MT, you participate in the overall strategy setting of the company and bear responsibility for the realization of the plans. You can perform and deliver independently and regularly “WoW” the team with your achievements or ideas. You are a pro-active brand ambassador, internally and externally.

#### **desired skills & expertise**

- A minimum of 5 years' experience with proven success in consumer Marketing & Brand Activation and at least 8 years overall work experience
- Dual-focus: you're creative and good at concept development but you're also executional and willing to roll up your sleeves and get things done quickly
- Leadership skills and a natural inspire for others
- comfortable to work in an international context
- Dynamic, hard-working and self-motivated attitude with positive and optimistic approach to life
- able to act as a brand ambassador towards distributors and retailers
- entrepreneurial mind-set
- Fluent in English with excellent written and communication skills
- academic level of thinking

#### **our offer**

- remuneration in line with experience and expertise
- a great office at a great location in Amsterdam Zuid
- a platform to develop yourself as a person and as an entrepreneurial professional
- an assessment center is part of the procedure

#### **how to contact us**

Please send your application and resume to [jobs@easywalker.nl](mailto:jobs@easywalker.nl)