

(Medior/Senior) Outbound & Events Marketeer (full-time)

Join the pioneers of PhotonFirst

Since 2006 PhotonFirst (formerly Technobis IPS) is pioneering in the research, development, engineering and production of Integrated Photonics Sensing modules and systems for a broad range of critical applications in aerospace, medical equipment, mobility, energy and high-tech systems. From January 1st, 2021, the photonics activities of Technobis Group are carved out into PhotonFirst to prepare for a fast growth to a leading worldwide position in its field. In order to organize for this growth, the strong technical team of highly educated experts will need to be complemented with a substantial number of professionals in other fields like product management, marketing, sales, operations, IT, finance and many more.

You will meticulously organize our outbound activities

With the carve out of the photonics activities, a brand-new marketing strategy is being setup and needs to be executed. As a result, we are looking for a hands-on experienced marketeer to support the execution of our international plan and who is looking for a next step in his/her career. Not only do you ensure our international presence meets the highest standards, you also support day to day activities in the marketing team. You help building an organization with world-class marketing, putting our name on the map in the upcoming 5 years.

You know the different aspects of outbound marketing and events like no other and enjoy hands-on tackling the various issues. Getting the best locations on global tradeshows, securing our corporate image in the booths, flying around the world setting up and dismantling, supporting the sales team to generate the best leads, make our customers feel at home during our events and getting our experts on the main stage at leading conferences is what drives you. You like to work dynamically, improvise and switch quickly between strategic questions and operational activities. 'Planning like clockwork' is your middle name.

Your tasks & responsibilities are broad

- Managing the planning of marketing activities and events, by collecting information in cross-functional meeting with colleagues and projects' stakeholders and updating the online planning
- Organizing our presence at international tradeshows and events from A to Z
- Implementing promotional activities that maximize attendance and engagement before, during and after events. Such as exhibitions, digital marketing and communication campaigns
- Hands-on support for internal and external communication (PR, press, email marketing, social media, print media), inbound marketing, website and webshop management.

Direct reporting line

The Outbound & Events Marketeer will report to the Marketing Officer.

Experience/skills

- Bachelor in International Marketing or similar
- 3-5 years of successful experience in a similar role (international, B2B)
- Excellent organizer, good at prioritizing your workload, eye for detail, you love it when a plan comes together
- Fluent communicator (in Dutch and English), both verbally and in writing
- Confident and able to work independently in an international environment, show initiative and take the lead
- Team player and highly motivated
- Stress resistant and flexible
- Capable of executing multiple tasks at the same time
- Experience with tools and concepts like Hubspot, Zoho, Google Analytics, SEO, SEA and Google Ads are a pré
- Proficiency in Microsoft Office (Powerpoint, Word, Excel) as well as common CRM systems

Availability

This is a full-time job in a fast-growing company for approximately 36-40 hours per week. You work at our Eindhoven satellite office with regular visits to Alkmaar. Travelling will be a substantial part of your job (25-40%).

Personality characteristics

PhotonFirst is a young and maturing professional organization. We have developed a strong pragmatic team mentality in which we work and experiment together to achieve common goals. We are looking for a wide diversity of people coming from different backgrounds to join our organization. We have formulated the following personal traits contributing to our professional mentality:

- Passionate team player taking ownership
- Open, straight, result driven and can-do mentality
- Pioneering, creative, flexible, and entrepreneurial
- Perseverant, professional, and well structured
- Friendly & 'fun to work with'

For additional information or questions about the position, please contact our Marketing Officer, Britt Teunissen van Manen via britt.vanmanen@photonfirst.com or on +31 6 13942629.