

07-09-2021

## Vacancy Marketing & Communication Manager

Location: Netherlands - Nijverdal

Business unit: GreenFields

Level: HBO

**TenCate Grass** is a global leader in the development, marketing and manufacturing of synthetic turf components and the design of synthetic turf systems for sports applications such as football, hockey, rugby, tennis and many other sports, as well as for landscaping and leisure. Our activities span the full value chain, starting with the manufacturing of grass fibres and backing, through the manufacturing of tufted, woven and hybrid turf carpet up to and including installation and maintenance of sports surfaces and landscaping projects. This allows us to take full responsibility for the quality and integrity of our products and systems, thereby ensuring full customer satisfaction. This is consistent with our ambition to be the best supplier in our industry. TenCate is a true global player, with manufacturing plants in North America, Europe, the Middle East and in Asia Pacific. Our direct sales presence in many countries is supported by strong relationships with partners in others.

**GreenFields**, a downstream brand of TenCate Grass, is a highly certified, specialist company with years of experience in the design and build of innovative turf systems around the world. GreenFields is a preferred partner of FIFA, FIH and World Rugby and is recognised worldwide as one of the market leaders in the design and build of football and hockey fields, as well as other sports such as rugby. GreenFields operates directly in its chosen markets and is represented by a strong and longstanding international partner network.



At GreenFields we have an exciting opportunity for a Marketing and Communication Manager to join our team based in our office in Nijverdal. As our Marketing and Communication Manager, you will participate in a wide range of initiatives to boost our marketing activities. To do so, you will work with experts across different departments, such as Operations, R&D, and Sales to prepare and align vital information. You will monitor, understand and respond to customer needs and competitor tactics with new marketing initiatives through both traditional and digital channels - working hands-on in every aspect. We are looking for an enthusiastic, hands-on and customer oriented colleague who has the drive to succeed.

### What will be the content of your job?

As a true allrounder, you will cover the full scope of the marketing discipline within the business of GreenFields EMEA, taking care of the MarCom process from strategy to execution. That involves the development and implementation of the Marcom strategy by setting up a yearly Marketing and



Communication plan in close consultation with the business, in close cooperation with the fellow Marketing and Communication Manager(s) within TenCate Grass Divisions and in harmony with the overall business strategy. You will advise the team on marketing communication challenges and support them in areas such as social media, printed marketing materials, events, websites, stationary in look and feel of the business and sales support.

**Your main focus will be on:**

*Support in achieving the social media marketing goals*

As the Marketing and Communications Manager you will support the team in achieving their goals by collecting, writing and publishing content on the social media channels of these business to get the networks engaged and to increase the potential of social media for our overall business.

*Support in sales materials development*

The Marketing and Communication Manager will select suppliers, collect information internally and coordinate orders for multiple sales materials.

*Support in content creation, collection and publications*

For many Press Releases, brochures and other materials, content is collected, created and published via several channels, in which the Marketing and Communication Manager can provide support.

*Event coordination*

Within the businesses, you will provide support to the planning and coordination of all kinds of international events.

*Corporate identity*

Together with the MarCom team you will guide corporate identity, internally as well as externally.

**Who are we looking for?**

We are looking for an enthusiastic colleague with the following qualifications:

- Higher Educational degree in Marketing or a Bachelor of Business Administration (HBO)
- A quick learner
- Hands-on with a can-do mentality
- Experience with online marketing and the use of social media
- Excellent command of Dutch and English
- Strong with content creation

**Our offer**

You are challenged to work within a dynamic organization in a fast changing environment. You will be surrounded by colleagues with passion for our business. We highly encourage new ideas, out of the box thinking and ambition to be the best at what we do. You will have the opportunity to contribute this and to be part of the future success of GreenFields. It goes without saying, that a competitive compensation package is also part of our offer.

**Ready to join us?**

Then please send your application to Marlinda Timmerman via [m.timmerman@tencateggrass.com](mailto:m.timmerman@tencateggrass.com). Your application will be reviewed against our requirements and we will be in touch shortly to provide you with an update on the status of your application. For more information please visit our website: [www.tencateggrass.com](http://www.tencateggrass.com).