

*Interested in developing online content, such as newsletters, video clips, webtexts and case studies, in close collaboration with external partners? Do you have a talent for writing copy from an original and customer-minded perspective? If so, you're the person we're looking for!*

We are looking to expand our Marketing and Communications team at our head office in Haarlem with a:

### **Content Marketing Employee for 16 to 24 hours per week**

#### **What does the job involve?**

As Content Marketing Employee at edilon)(sedra you will be responsible for the content of our websites, associated social media, and other digital platforms. You will develop and write content, both to keep existing customers in the picture and to attract new ones. You will identify with our B2B target groups, have a knowledge of where the needs of the market and customers lie, and will adapt the content accordingly. You will activate and maintain our business pages on LinkedIn, Twitter and YouTube and update our website in line with SEO guidelines. Continued development and operationalisation of our MailChimp newsletter module will also be part of your tasks.

You enjoy combining text with visual material and design. You are as comfortable drawing up a business presentation in PowerPoint, a newsletter or an (animated) video for a trade fair, as you are writing news items. You will also support the implementation of marketing campaigns. In short, the job is creative and multifaceted!

You will form part of a small marketing team and work closely with our sales department. You will be in regular contact with external designers, web developers, photographers and videographers, and translation agencies. You will report to the Marketing Manager.

#### **Who are we looking for?**

We are looking for a colleague who:

- Has degree-level qualifications specialising in Marketing and Communications;
- Has at least 1 to 3 years' experience working in online marketing, preferably B2B;
- Possesses excellent verbal and written communication skills in English (preferably *native-speaker* level) and Dutch. A working knowledge of German, French and/or Spanish is also an advantage;
- Has experience and expertise working with social media, such as LinkedIn, YouTube and Twitter;
- Has experience with web-editing and Content Management Systems. Experience with WordPress, MailChimp and Google Analytics is an advantage;
- Has affinity with technology and a feeling for design and detail;
- Is proactive, quality and marketing-minded and thinks in terms of creative solutions and possibilities.

#### **What are we offering?**

A salary in line with market norms, good employment benefits, such as a pension, purchased leave, travel-to-work expenses, training opportunities and a good working environment.

#### **Who are we?**

edilon)(sedra is an international supplier of specialist rail fastening systems for trains, trams, metros and crane tracks. Our systems are laid in tunnels, stations, on bridges, viaducts and crossings. This also includes rail fastening systems on industrial estates, at container terminals or depots. And we have been supplying these systems for more than 40 years! Did you know for example, that edilon)(sedra has produced and installed the vast majority of level crossings used every day by trains in the Netherlands?

**Are you interested?**

Have we managed to whet your appetite and do you think you'd enjoy working as part of our Marketing and Communications team? If so, send us a letter of application along with your CV. You can send this to: [hrm@edilonsedra.com](mailto:hrm@edilonsedra.com)

If you have any questions or would like more information about the position, please contact our Marketing Manager by telephone on +31 (0)23 5319519.

*This vacancy will be published internally at the same time.*

We do not value business solicitations.