



JAA Training Organisation

VACANCY NOTICE

Marketing Communications Officer – (Social) Media Coordinator

Full-time – 40 hours per week

Vacancy

UN-recognized renowned international organization in the field of aviation training is looking for a Marketing Communications Officer / (Social) Media Coordinator for its office in Schiphol-Rijk, the Netherlands. This longtime experienced professional, with excellent level of English (close to native), will play a major role in positioning the organisation in the international aviation market as the State-of-the-Art Learning & Knowledge Centre delivering the highest quality solutions for capacitating aviation professionals and organisations. The professional will be responsible, independently, for all (daily) social media posts/messages, newsletters, website content, articles, press releases, interviews, marketing/communications campaigns, brochures/catalogues/leaflets, photographs and videos, including writing, developing, editing and designing as required, as well as company merchandise and reporting. Whilst performing this hands-on work proactively, the professional will focus on understanding the business and the organisation's vision/mission/strategy in order to level up and standardize the current marketing communications. Furthermore, by constantly analyzing, understanding, and reporting on the market and competitors, the professional will be able to advise on the most relevant topics for communications activities and even for future product development.

The ideal candidate

As a highly skilled and enthusiastic professional in the field of “marketing communications” and “product marketing”, you have a passion for building a strong corporate brand identity that generates concrete leads and sales. With minimum 8-10 years of experience, you love producing creative well-written content through differentiated approaches for the relevant media channels. You are a self-starter: finding out information on the market or within the organisation to complement your written texts is quite natural to you. Aware of the importance of cost-effectiveness and versatility, you are also very skilled in taking photographs, making promotional videos, and designing the general layout/look-and-feel of all content by yourself.

You are interested in learning about the organisation's products, its customers and the market. Therefore you not only enjoy having conversations whilst taking notes, but also reading news and further relevant literature that trigger your ideas to create innovative marketing content. Through your talks with various colleagues, customers and the subject-matter experts, you gather information to proactively and independently produce marketing content – on a daily basis! You do not wait to receive a request to write content; you are confident and pragmatic to propose your ideas by realizing them first in practice as samples – seeking efficiency towards internal approvals prior to publishing.



Personality-wise, you are self-starting, self-confident, outgoing, enthusiastic and social, but also very professional and responsible: you take the organisation's reputation and image seriously, and keep the social media posts, the website and promotional material up-to-date. Being a speaker of the English language at close-to-native (or native) level, one of your best features is the ability to produce well-written texts which are enjoyable to read. As such, you understand the importance of ensuring that there are no typos, errors or inconsistencies in the English language of the published content.

As an excellent team player and exemplary employee, you also serve as reference to your colleagues, staying focused on the business whilst being respectful towards senior management and company policies. You dress quite presentable and act as a true ambassador of the organisation.

Job Description

- Independently develop and carry out all marketing communication daily, both internally and externally.
 - Develop, and keep up to date, all content, such as newsletters, daily social media messages, publications, press releases, website content, company presentations and other (marketing) material e.g. brochures and leaflets. This includes carrying out interviews, taking pictures, editing photos (Canvas, filter Festive), designing layout for Instagram/Facebook and Twitter/LinkedIn, creating videos for YouTube channel, purchasing/downloading photos (iStock, Adobe, Canvas, Freemages), scheduling in Hootsuite etc.
 - Build and rollout lead generation campaigns by targeted communication to the different segmented groups via different channels.
 - Maintain, improve and update the website and its content, focusing on continuously increasing interaction and engagement. This includes constantly posting high-quality engaging articles and press releases; maintaining and updating the existing catalogue for prompt download; editing product descriptions etc.
 - Monitor, measure, analyze and report on marketing communications, including social media and website.
 - Seek opportunities for building a strong corporate brand identity and coordinate publicity events. This may include travelling to participate at international aviation events such as symposia, conferences etc.
 - Seek opportunities to feature content in relevant external media and develop related content.
 - Coordinate, control, maintain, and expand the portfolio of the Library, including subscriptions.
 - Coordinate promotional merchandise: research and propose ideas including suppliers and liaise with Facilities Manager for ordering.
 - Propose/calculate and keep track of yearly marketing budget, in liaison with your department manager and the Financial Manager.
 - Carry out analyses and reports: market analysis, trend analysis, competitor analysis, customer needs etc.

Professional Requirements / Competencies

- Minimum University (bachelor) degree in marketing, communications, journalism etc. Master's degree preferable.
- Minimum 8-10 years' relevant experience in the field of Product Marketing and Marketing Communications, no starter. Experience in the Aviation industry is an advantage.



- Native English speaker (or English speaker with fluency at close-to-native level) with excellent writing skills.
- A strong understanding, knowledge and multiple years relevant hands-on work experience in the field of online and inbound marketing as well as PR.
- Excellent knowledge of all communications trends, including hands-on experience with Social Media, Video Marketing, Customer Journey and Value Proposition.
- Excellent and diplomatic communication skills, both verbal and written, within a multi-cultural environment.
- Entrepreneurial mindset, creative and persuasive writing skills for online and offline marketing activities.
- Able to create content e.g. texts/pictures/videos independently, without the need for professional photo-, videographer or graphic designer.
- Knowledge of Google Analytics, SEO/SEA, Mailchimp, Content Management Systems and Social Media Publishing & Management tools. Skilled in Hootsuite, Adobe tools and InDesign/Photoshop.
- Excellent analytical and problem-solving skills.
- Ambitious, with leadership skills.
- Commercially inclined and opportunistic-oriented.
- Organized and able to work independently, take initiative, work under pressure, prioritize and meet deadlines.
- Capable of gathering – independently – the required knowledge of the organisation and of the market.
- Enthusiastically result oriented with a service- and customer satisfaction-minded nature.
- Accurate and detail oriented – work must be done with care.
- A flexible team player with a positive and respectful attitude towards company policies, course participants, instructors and colleagues.
- Professional presentation and dress code.