

## **Job Offer Marketing Coordinator**

### *Description:*

At Grip, we value our contribution to our community and aim to ensure that all our customers know what to expect from us. To build upon the current organic momentum, we are seeking a qualified Marketing Coordinator who can contribute to existing marketing efforts while assisting in the development of new initiatives aligned with business objectives. The ideal candidate just graduated and is looking to get their first batch of working experience in marketing at Grip. Preferably has theoretical knowledge in a wide range of marketing functions, including communication, branding, digital, and social media. As Grip's Marketing Coordinator, you should be an organized multitasker, capable of handling many diverse projects simultaneously, willing to boldly experiment, and eager to take action.

### *Job Objectives:*

- Assist in developing and implementing the company's brand strategy. This includes in-house marketing.
- Ensure all marketing efforts serve immediate and long-term company goals by identifying and implementing improvements for processes, content, and lead generation
- Design and maintain the website for a better user experience
- Keeping the social media platforms up-to-date with creative content to serve our customers and thereby increasing Grip's reach in the Netherlands and surrounding areas. The content will include topics such as our boulders, kitchen, events, new constructions, workshops, and more.
- Regularly build knowledge and education through workshops, research, and seminars, and share best practices and local marketing tactics with team members

### *Responsibilities:*

- Support management in drafting and evaluating the marketing strategy by setting objectives, organizing promotional presentations, and updating calendars
- Communicate campaign objectives, timelines, and deliverables to management, and take ownership in the implementation
- Plan and organize meetings and events
- Coordinate the creation of new promotional materials
- Constantly seek out new sources of potential customers and make recommendations to management

### *Required Skills:*

- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Great social platform-specific skills (Instagram, Facebook, YouTube)
- Excellent communication and presentation skills
- You go bouldering regularly and resonate with the community.

### *Desired Skills:*

- Bachelor's degree or higher in marketing and/or communication
- Experience in marketing coordination or a similar role
- Familiarity and experience with A/B testing
- Proficiency in Adobe Premiere Pro, Lightroom, and Photoshop
- Proficiency in HTML

### *What We Offer:*

- Contract-based employment, 24 hours per week
- Competitive salary
- Discounts in our store and café
- Free bouldering at Grip

- Free participation in courses and workshops offered by Grip

*Interested in joining us?*

If you're interested, please respond with a cover letter and CV by May 3rd at the latest. Send them to [julian@gripnijmegen.nl](mailto:julian@gripnijmegen.nl).