

BUSINESS DESCRIPTION

ITW is a fortune 200 global multi-industrial manufacturing company with revenues totaling \$12.6 billion in 2020. The company's seven industry-leading segments leverage the unique ITW Business Model to drive solid growth with best-in-class margins and returns in markets where highly innovative, customer-focused solutions are required. ITW has approximately 43,000 dedicated colleagues in operations around the world who thrive in the company's unique, decentralized, and entrepreneurial culture.

ITW Automotive Aftermarket Europe, one of 80+ business units owned by of ITW, manufactures and supplies specialty and innovative chemicals for the automotive aftermarket. ITW Automotive Aftermarket Europe manufacture products in Belgium and Spain, and commercialize around the globe serving markets in Europe, Middle East, Russia, Asia, and Africa.

JOB DESCRIPTION

JOB TITLE:	Marketing Coordinator	DEPARTMENT:	Marketing
REPORTS TO:	Marketing Communications Manager	REVIEW DATE:	2023

POSITION SUMMARY

The marketing Coordinator is responsible for supporting market managers in executing effective marketing campaigns and communication for traditional & digital technologies, in collaboration with the sales, digital and marketing teams.

Responsibilities of market managers start when the product is available for production: from the launch plan, the conception of all the marcom tools to the communication and training among the sales teams and the customers in charge.

He/She will also be in charge of 2 markets: OEM and Exports in collaboration with GotoMarket Manager and Sales Manager

RESPONSIBILITIES

- Promotion of the product ranges dedicated to the segment: creation of local tools, update of local digital content, push and pull actions, advertising, press,...
- Building of a local data base of customers and end users to set up strong automation scenarios.
- Loyalty program management
- Support with the analysis of competitors providing with relevant information from the field to Marketing Managers.
- Coordinate and execute Internal Communication initiatives.
- Implement and monitor the assigned Marcom plan / budget for the Markets in charge.

JOB REQUIREMENTS

- Apprenticeship of 1 or 2 years in Marketing (Master II and/or Master I+II)
- Previous work experience (internships or apprenticeship are ok) of 8 to 12 months in marketing or marketing communications.
- Proven knowledge in key areas of digital marketing (SEO, social media, content marketing, email marketing, marketing automation, PPC and SEM) and practical application of digital marketing best practices.
- Fluent in Dutch and English; French or German would be a plus.
- Project management skills
- Excellent communication, both oral and written
- Strong and creative presentation skills.
- Passion and drive to deliver results
- Working knowledge of Microsoft softwares (Word, Excel, PowerPoint, Power BI, Outlook) and web analytics tools (Google Analytics, WebTrends)
- Ability to understand business strategy and its marketing implication.
- Developing social presence and advocating brands effectively.
- Good time management skills; ability to organize and prioritize tasks.
- Adaptable and flexible; responsive and resourceful in a fast-paced.
- Availability to travel if required for the job.
- Position based in Pessac, France