



VACANCY

# Head of Brand & Content Marketing

## Requirements

- Over 8 years of experience in Marketing and Communications
- Fluent in all areas of content marketing
- Strong digital skills, e.g., CRM, native advertising and dynamic content development
- Over 5 years in management role
- Outstanding communication skills and C-suite interaction
- Full English professional proficiency

 **Amsterdam**  **Minimum of 8 years' experience**





**The Head of Brand & Content Marketing will develop and implement the creative marketing strategy and lead a team of experienced content creators. They get the chance to work with a strong brand full of storytelling potential: Marktplaats empowers people to waste less and share more, making a difference with every transaction.**







## ABOUT THE COMPANY

# About Marktplaats

**With over 8 million unique visitors each month and 350.000 new advertisements per day, Marktplaats is the largest online trading platform in the Netherlands. The platform is open to consumers and professional sellers who, together, offer a vast and varied assortment of used and new products. Marktplaats deploys technology-based services to connect buyers and sellers and constantly upgrades their platform to make transactions better, safer, and easier.**

Marktplaats has been part of eBay Classifieds Group (eCG) since 2004 and has recently joined forces with Adevinta, a large international player in digital marketplaces. Together they are now the world's leading online classifieds group. By joining forces, Marktplaats will be able to add exciting features to their already strong platform with, e.g., an intuitive chat functionality, iDeal payments, 'Gelijk Oversteken' (a service that secures the transaction for both parties), and image recognition functionalities that help sellers choose the right category and price for their product.





Marktplaats helps people find what they are looking for in their local communities. They are committed to a world where people share more and waste less. The platform is a strong contributor to the circular economy and is responsible for a significant reduction of CO2 emissions. Marktplaats empowers its users to shape the future; to make a difference with every connection made and every deal done.







# Head of Brand & Content Marketing

The Head of Brand & Content Marketing (Head of B&CM) drives the development and execution of the marketing strategy and content generation. They will ensure outstanding and relevant brand presence and content activation across channels. The Head of B&CM reports to the Chief Marketing Officer and will be responsible for the entire brand portfolio of the Benelux: Marktplaats.nl, 2dehands.be, and 2ememain.be. Data and analytics are a central part of the role. The Head of B&CM will rely on user, performance and outcome data to continuously optimize marketing outings and campaigns.

The Head of B&CM will lead a team that creates and activates content plans through sophisticated storytelling activities. The team consists of about six Communication Specialists, Copywriters, and Visual Designers. They work in an agile and data-driven way to develop and deploy on-brand content strategies and assets for multiple audiences and channels.





As a brand custodian, the Head of B&CM will be responsible for ensuring brand alignment and consistency within the organization. They will have a cross-functional role and work in close collaboration with colleagues from Product Management, Insights & Research, Finance, PR, and Legal. Within the Marketing organization, the Head of B&CM works closely with their peers from Integrated Marketing (responsible for setting the marketing strategy) and Precision Marketing (responsible for online performance). Additionally, the Head of BC&M will manage creative agencies – encouraging them to deliver creative, top-quality content and campaigns – while also overseeing the in-house production of marketing materials.

Head of B&CM is a challenging position that brings together strategy development and content creation. A position in which an agile and innovative thinker with deep experience in effective storytelling could make a huge difference for the users and customers of Marktplaats.nl, 2dehands.be and 2ememain.be.

**Interested?** Marktplaats has appointed Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at [marlies.hoogvliet@topofminds.com](mailto:marlies.hoogvliet@topofminds.com).



**“We are a team of passionate people who share an interest in solving problems using software and data. If you have a keen eye for quality and are comfortable in a fast-paced environment, you will fit right in.”**

**Gregory Kukolj, Chief Marketing Officer eCG Benelux**