



cordstrap
Keeping the world's cargo safe

VACANCY

EU Marketing Activation Manager

Requirements

- 7+ years of experience
- In an international B2B or B2B2C product organization
- Experience in sales enablement and marketing activation
- And on- and offline marketing
- University degree in Marketing, Business Administration or related

📍 Oostrum 📅 Minimum of 7 years experience



Cordstrap is the world leader in one-way polyester cargo strapping and securing systems. This innovative company is expanding their commercial capabilities to take their fast-growing business to the next level and stay ahead of the competition. The EU Marketing Activation Manager will take the lead in designing and executing Cordstrap's marketing activation activities across Europe





ABOUT THE COMPANY

Cordstrap

Cordstrap is the global market leader in Protection Engineering, mitigating risks associated with the movement of goods, protecting products, people, and places. Cordstrap works closely with customers to provide advice and solutions for a broad variety of global shipping needs.

The wide product range of e.g., strapping, lashing, dunnage bags, moisture control and cargo monitoring services is combined with application expertise and local regulatory knowledge to create tailor-made load securement solutions.

Headquartered in The Netherlands with a global presence of sales offices, factories, and distribution partners, Cordstrap has 500 employees present in 22 countries and serves customers in over 50 countries worldwide.

Cordstrap is building a fit-for-future sales approach where commercial teams strike the right balance between customer acquisition, development, and retention. A model whereby sales activity is based and focused on potential and high value opportunities in the three main application segments; Container Protection (CP), Heavy-Duty Securing (HDS) and Palletizing, Unitizing and Bundling (PUB).





VACANCY

EU Marketing Activation Manager

Cordstrap is on an important strategic journey to create even more value for their customers. The company is expanding their marketing capability to include multiple new roles to better enable and service the sales organization, drive innovation, and stimulate growth across the three main application segments. The EU Marketing Activation Manager will play a key role within the strategic transition to a more value-based marketing and sales model.

The EU Marketing Activation Manager will take charge of this newly created role, using their own innovative ideas to develop and implement marketing activation efforts to generate tailored leads and fuel growth strategies for the European region. They will report to the VP Sales EU and closely collaborate and interact with the field sales organization daily, which consists of 34 FTEs spread across Italy, Germany, Benelux, France, UK, Spain, Czech and Poland.

The EU Marketing Activation Manager has a strong business sense and is commercially savvy, with an intrinsic interest in serving the customer with tailor-made load securement solutions. She/he will both initiate and execute the brand's marketing activation strategy for the European region, focusing on connecting various elements of the marketing mix, such as product, price, place,



and promotion to increase sales and maximize ROI for all marketing activities. Through the organization of campaigns, events, and other digital marketing activities, the EU Marketing Activation Manager will generate brand awareness and promote strong connections with target audiences, delivering an impactful contribution to the organization's ambitious growth targets.

They will focus on account-based marketing via email and targeted B2B digital channels and manage all content, communications, and collateral approvals with internal and external stakeholders, including translation efforts and/or approvals. Additionally, she/ he will organize local events, such as exhibitions, conferences, and trade shows.

Lastly, the EU Marketing Activation Manager will work with CRM and Power BI platforms to ensure correct targeting of campaigns and stimulate CRM data quality of the region for purposes such as market intelligence, innovation, campaigns. She/ he will also actively work within Prospect and Customer databases, such as Zoominfo, Datamyne, etc. in support of marketing and communication programs and activities.

As a master multi-tasker and project coordinator, the EU Marketing Activation Manager understands the importance of building strong relationships to stimulate effective collaborations. They will be part of the regional commercial team, thrive working in a dynamic, international environment and know how to build trust and buy-in with a range of personalities, cultures, and functions.



Within the future teaming model, the to-be-hired EU Marketing Activation Lead will be the direct point of contact for the Global Innovation Lead and ensure that the company's emphasis on innovation development is also incorporated into the marketing activation activities. The EU Marketing Activation Lead will coordinate best practices and go-to-market initiatives with the Regional Marketing Activation Managers who will execute these through the growth strategies in their respective regions.

Cordstrap is an innovative organization where creative ideas and taking initiative are valued. The role is based in Oostrum, The Netherlands and includes opportunities to travel internationally.

The role is perfect for a tactical marketer with a can-do mentality who has proven experience using marketing activation to take a brand to the next level. The Regional Marketing Activation Manager will play an essential role in enabling the organization to shift towards a long-term value creation mentality. ■



Interested? Interested? Cordstrap is working with Top of Minds to fill this vacancy. To express your interest, please contact Stephanie Stuit Stephanie.stuit@topofminds.com.



“Cordstrap is a mid-size multinational with a global scope, but still small enough to drive fast decision making and achieve results at a very high speed. This role gives you the opportunity to define the marketing activation strategy and drive the execution, significantly impacting the way we do business and create value.”

– Paul De Weert – VP Sales EU