



 **Marktplaats**

VACANCY

# Senior Marketing Campaign Manager

## Requirements

- Bachelor's or Master's degree
- Over 5 years of experience in Campaign Management
- Excellent written and verbal communication skills
- Fluent in Dutch and English

 **Amsterdam**  **Minimum of 7 years' experience**





**Marktplaats empowers people to waste less and share more, making a difference with every transaction. Sustainability is just one of the inspiring stories the Senior Marketing Campaign Manager can leverage while creating, executing and launching engaging campaigns. An exciting role that balances marketing strategy and creative execution.**







## 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.







VACANCY

# Senior Marketing Campaign Manager

**The Senior Marketing Campaign Manager is part of the Brand & Content Team. They will be responsible for creating engaging content and campaigns across all channels: paid, owned, and earned. The Senior Marketing Campaign Manager will focus on SME and Automotive for the entire brand portfolio of the Benelux: Marktplaats.nl, 2dehands.be, and 2ememain.be. They will report to the Head of Brand & Content Marketing.**

Key responsibility for the Senior Marketing Campaign Manager is to design and execute content strategies. They will work closely together with their peers of Integrated Marketing to make sure the designed content is aligned with the marketing strategy for Automotive and SME. The Senior Marketing Campaign Manager will be part of cross-functional teams that put together marketing plans and implement integrated campaigns. They will create and coordinate new marketing campaigns, both in-house – with Copywriters, Visual Designers, etc. – and with media and creative agencies. The Senior Marketing Campaign Manager will run the process end-to-end, including pre-production, production, post-production, versioning and localization, and creative testing.





Marktplaats has a strong marketing track record. Previous campaigns include an automotive commercial and a marketing outing centered around the 'Ondernemersweken' aimed to attract new SMEs. It is up to the Senior Marketing Campaign Manager to apply their creativity and experience to develop new and exciting content, explore new communication channels, and experiment with alternative content formats.



**“Marketing is a combination of creativity and analytics. We leverage data, insights, and performance metrics to design and optimize our messaging services.”**

Gregory Kukolj, Chief Marketing Officer eCG Benelux

**Interested?** Marktplaats has appointed Top of Minds to fill this vacancy. To express your interest, please contact Florentine van de Loo at [florentine.vandeloo@topofminds.com](mailto:florentine.vandeloo@topofminds.com).

