



VACANCY

CMO (Chief Marketing Officer)

Requirements

- 15+ years' experience
- In marketing management and e-commerce
- Performance marketing and CRM
- Stakeholder management
- Brand building
- Strong team leader

📍 Amsterdam 📁 Minimum of 15 years experience

Marktplaats is The Netherlands' favorite site for consumers and dealers to buy or sell just about anything. Part of Adevinta, the world's leading online classifieds group, the fast-growing company's CMO will lead its BeNeLux marketing team, drive customer acquisition and retention, and stimulate top-line growth for the Marktplaats and 2dehands sites.



Marktplaats

The Marktplaats site in The Netherlands, and 2dehands and 2ememain in Belgium, are all part of Adevinta. This global online classifieds specialist operates digital online classified sites in ten countries. Adevinta offers technology-based services that connect buyers with sellers and facilitates transactions, from job offers to real estate, cars, consumer goods and more.

The three brands are hosted on a multi-tenant platform, which is operated from the company's Amsterdam office and are top players in the classifieds space throughout the Benelux region. With an average of eight million unique visitors and around 350,000 new advertisements posted every day, Marktplaats is the largest online marketplace in The Netherlands for private and business sellers of new and second-hand items.

The platform is open to consumers and professional sellers who post a wide variety of new and used products at affordable prices. Adevinta Benelux's goal is to enable anyone to trade goods using their innovative technology, and continuously upgrade their platforms to make transactions safer and easier for both buyers and sellers.

Marktplaats' mission is to improve the everyday lives of their customers by removing barriers to trade, promoting sustainability, and creating economic opportunity. And this innovative company has identified ways to further expand their customer base. They believe that each small action and transaction can make a big impact on individuals, their communities and our planet.





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Chief Marketing Officer (CMO)

The Chief Marketing Officer (CMO) will bring the company's mission to life as the leader of Adevinta Benelux's marketing team. They will drive momentum within the growing organization, and increase customer acquisition and retention initiatives to maximize top-line growth.

The CMO will report directly to the CEO and join the executive management team, participate in decision-making processes and actively help the company to achieve its strategic business goals. They will manage a multinational team of twenty-three people based in Amsterdam. This role will oversee all marketing efforts across Adevinta's Dutch and Belgian brand portfolio: Marktplaats, 2dehands and 2ememain. Their teams include Integrated Marketing, Brand and Content Marketing, Paid Media, CRM, PR and Marketing Analytics.

Confident and innovative, the CMO will succeed by proposing bold ideas or challenging existing processes or strategies. They will develop and implement marketing plans that drive business growth through full-funnel, performance-based, data-driven and audience-centric strategies and activations. Working cross-functionally with the marketing, commercial and product development teams, the CMO will optimize the entire customer journey, and encourage even more people to start and continue using Marktplaats.



The CMO will strategically utilize various digital channels to acquire and retain customers. Applying a customer-centric mindset, they will maintain strong brand positioning and building trust. Working with external agency partners, they push creative limits and ensure insightful and engaging purpose-led messaging is consistent across all marketing campaigns.

As the owner of substantial budgets, the CMO prioritizes funds across multiple strategic priorities and initiatives while maximizing ROI. They conduct market analyses and utilize strategic real-time data and insights to identify challenges and growth opportunities.

The CMO will be an inspirational leader who cultivates a culture based on trust and transparency. They motivate, guide, and mentor the marketing team to support professional growth and enable high performance.

Marktplaats has a dynamic and inclusive culture where feedback and opinions are valued at all levels of the organization. They support flexible ways of working and offer employees remote working options that balance time in the Amsterdam office. This role is a perfect fit for a strategic and analytical marketing expert who is eager to take on a hands-on leadership role in a sustainability-focused organization.■

Interested? Marktplaats is working with Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at marlies.hoogvliet@topofminds.com.



“ The CMO will add incredible value at Marktplaats. Their strategic vision will shape the company’s future marketing strategies. This is an excellent opportunity to make a mark in an international business operating within a fast-growing competitive landscape, and support the growth of the global circular economy. ”

Annemarie Buitelaar, Chief Executive Officer