



## Leading in Digital Customs



VACANCY

# Group Marketing Director

### Requirements

- 7+ years' relevant experience
- Track record in rapid scaling and driving growth
- Results-driven
- Pragmatic and hands-on
- Organic leadership with impact

Rotterdam Minimum of 7 years experience





**Customs Support Group is the leading independent provider of customs services in Europe, with tailored end-to-end customs support and consulting for businesses of all sizes. Their Group Marketing Director will build the brand, drive pipeline generation, oversee digital marketing channels, and implement account-based marketing to support sales and stimulate growth.**



## Customs Support Group

**Customs laws and regulations are constantly evolving and can have significant implications if they are not handled correctly. Customs Support Group removes the stress of navigating customs procedures for businesses of all sizes, by offering tailored end-to-end customs support and consulting services. This fast-growing company serves more than 30,000 customers and is the leading independent provider of customs services in Europe.**

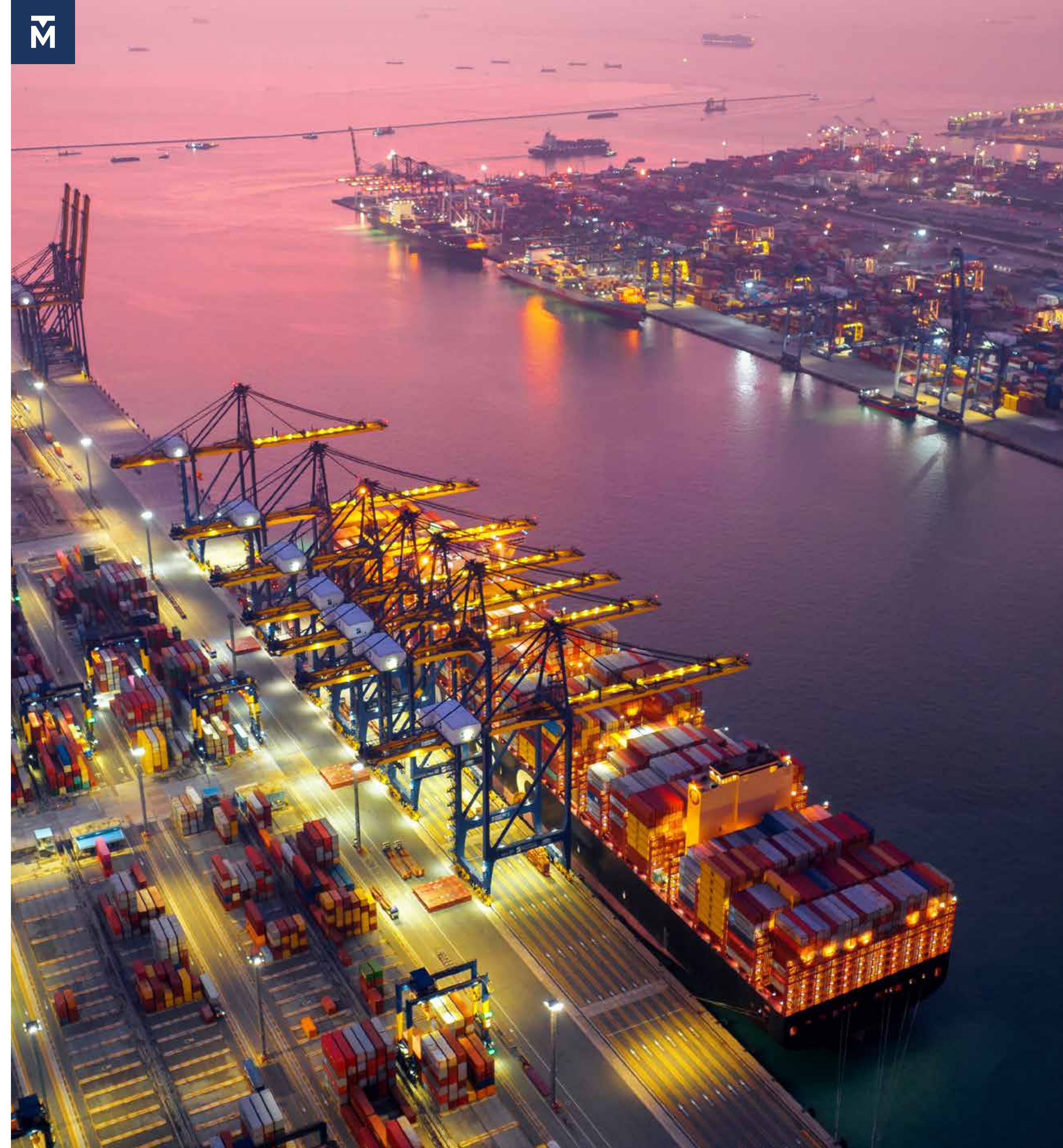
By providing the best service in accuracy and efficiency, Customs Support Group aims to keep delivering the most innovative customs solutions. Their experts are highly-trained in the latest technologies and design and deliver a full stack of digital solutions for customs declarations. These range from onboarding, automatic data flows and real-time visibility of customs processes and credit lines, to enabling clients to worry less about customs and instead, keep their focus on their business.

Based in Rotterdam, The Netherlands, this fast-growing company has more than 1,700 customs experts located across one hundred offices in The Netherlands, Belgium, Germany, Poland, France, the UK, Ireland, Italy, Switzerland, Spain, Finland, Sweden, Norway, and Luxembourg, as well as a network of other European partners. Their extensive presence places them near customers, logistics hubs, and customs offices. And this accessibility helps the company to gain important local knowledge and insights, and build long-term relationships with their national and international customers.





Customs Support Group continues to grow their business organically and through strategic mergers and acquisitions. Meanwhile, they also expand their knowledge and enable more cross- and upselling opportunities. The company has successfully acquired and integrated more than forty businesses since 2014; twelve of which joined the 'Customs Support Family' in 2021.







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## Group Marketing Director

**Following its significant growth and expansion, Customs Support Group needs a marketing strategy that aligns with their strategy. Taking charge of the company's marketing plans, the Group Marketing Director will develop and execute them to build the brand, improve the customer journey, and enable ongoing growth. They have a clear vision to create a commercially driven marketing machine and deliver concrete plans to put them into place.**

The Group Marketing Director's ideas will be the foundation of the company's ability to attract and retain new customers. Driving a cross-channel strategy, which aligns the business operations and sales, they focus on brand positioning, product segmentation and value proposition. Applying a customer-centric mindset, they will improve both off- and online marketing efforts. The Director will also drive digital solutions and campaigns to serve smaller customers and collaborate with sales to implement account-based marketing and lead generation campaigns that attract larger international corporations. Additionally, they will support the smooth integration of any newly acquired businesses.

Confidently leading the company's marketing team of two Digital Marketing Specialists, one Brand and Design Manager, and two local Marketing and Communications Managers, the Group Marketing Director will enhance the company's online presence and communications strategy, from improving the website to driving successful digital marketing campaigns. They will report



directly to the CCO, communicate with the Management Team, and participate in decision-making processes. Acting as the organization’s spokesperson, the Director will build strategic partnerships with external marketing partners, media contacts and potential clients to further drive the company’s digital transformation, along with Ommax, their external partner.

As the owner of substantial budgets, the Group Marketing Director prioritizes funds across multiple markets and initiatives while maximizing ROI. They regularly conduct market analysis and utilize strategic real-time data and insights to set KPIs and identify challenges and growth opportunities.

Customs Support Group offers a dynamic work culture where employees live by four key values: accountability, quality, integrity, and teamwork. This is an ideal role for an entrepreneurial Marketing Manager with experience in managing exponential growth and a drive to achieve ambitious results. ■



**Interested?** Customs Support Group is working with Top of Minds to fill this vacancy. To express your interest, please contact Stephanie Stuit at [stephanie.stuit@topofminds.com](mailto:stephanie.stuit@topofminds.com).



**“The Group Marketing Director will be the voice of our organization as we continue to expand. Their ideas will help new customers and partners find us, connect with our growing organization and build a brand that reflects our values”**

Arjan de Jong, HR Director