

## Marketing & Communications Manager

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Company: HighCo Data

Location: Belgium

Category: other-general

**Be the architect in your marketing journey of reinvention and strategic positioning. Combine both strategic planning and hands-on operational tasks, to prove yourself the linchpin in the efforts of innovation and drive.**

### **Take actions that will decide future success of the organization**

You spearhead the development of **integrated marketing strategies**, leveraging customer insights, market analysis and emerging trends to identify new opportunities.

You develop **promotional activities and a digital content strategy** to represent the value proposition and the complete portfolio.

You craft **compelling narratives and presentations** for a variety of audiences, enhancing the brand's visibility and resonance.

You engage with clients and the sales team to bring relevant **technical knowledge and insights** regarding the solution portfolio.

You design and execute **go-to-market plans** for new products, from conceptualization to communication strategy, ensuring alignment with the brand's purpose

You develop, coordinate and implement the annual communications editorial calendar, content and **storyline** through all communication channels and materials.

### **Matching opportunities in FMCG/retail with innovative solutions**

You bring earlier experience in roles related to marketing or communications, preferably in a

**B2B services** environment.

You are dynamic with a particular interest for **innovation, data and digitalization** .

You have an **entrepreneurial** spirit and can work **independently** .

You are able to **communicate** with key stakeholders, can explain and support decisions.

You speak fluent **Dutch, French and English** , and can speak convincingly.

You ideally have a strong understanding of or affinity for the **retail and/or FMCG markets** .

### **Full-fledged marketing role in a highly collaborative environment**

You take up full responsibility for all activities and decisions in **three domains** : marketing, product management and communications.

You have a chance to bring innovation in an **established international organization** , working closely together with the headquarters.

You **combine internal and organizational tasks with client-focused activities**, leading to new business.

You contribute to **re-invention and re-positioning** of an organization with a rich and successful history.

You become part of a **dedicated and amicable team** , with a strong appetite for change.

**We look forward to hearing from you**

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