



Do you want to work in a creative, fun, and exciting team atmosphere? Would you like to work for an established company with an excellent reputation? Are you passionate about environmentally sound products and practices? Are you ready to take your career to the next level?

Contraload, since August 2020 part of Tosca (www.toscaltd.com), has grown to become the expert and market leader in pooling load carriers in a B2B environment, across Europe with service centers to support customers in over 25 countries. Tosca's recent acquisition of Polymer Logistics in December, 2019 & Contraload in August, 2020 has made us a global leader in pooling of reusable packaging solutions that service the supply chain end to end. Re-use is the key word as the Tosca family of businesses facilitates moving away from single use packaging towards a circular model of reusable packaging with its robust portfolio of containers, pallets, and bins.

Located at our European headquarters in Aartselaar (Belgium), we are looking to hire a highly motivated and experienced

Marketing Director EMEA

YOUR ROLE

As a Marketing Director EMEA, you will provide effective leadership and strategic coordination for the EMEA markets.

More concretely you will

- Ensure regional and global alignment with Contraload/Tosca company strategy including but not limited to: brand strategy, communication plans, marketing collateral and content for internal and external audiences
- Lead marketing plan development for key regions to support growth by understanding target audiences, product opportunities, the competitive landscape, and our value proposition
- Develop clear and compelling content and cost-effective campaigns for target audiences to create awareness for our products and solutions and increase the pipeline of qualified leads for sales. Content will be used for multiple channels, including but not limited to website, case studies, blogs, press releases, and email campaigns tailored to local markets as required
- Develop strategic messaging at the brand and product level by sourcing and distilling insights from customer input, market research or sales that is meaningful, comprehensive, and differentiates Contraload/Tosca in the marketplace
- Manage the marketing budget for EMEA and recommend optimizations to improve performance
- Oversee development and execution of a variety of marketing projects



- Develop a strong understanding of the product portfolio to effectively market solutions as well as contribute to product marketing and business development efforts
- Partner with EMEA Sales organization to support program rollouts with key customers (food processors, packaging manufacturers, retailers and suppliers)
- Provide EMEA content for internal company communications
- Lead and develop an exceptional marketing team with a strong customer orientation and drive for results

YOUR PROFILE

- 10+ years marketing experience (corporate or agency) in B2B environment
- Proven track record of leading multi-country marketing initiatives, preferably in the EMEA region
- Strong business acumen and analytical skills to generate insights from marketing analytics for optimization and data-driven decision making
- Ability to develop effective working relationships cross-functionally
- Prior success in a global team environment, especially with virtual/remote peers, partners, and direct reports
- High attention to detail and ability to manage multiple projects at once
- Creative and flexible with the ability to think outside the box
- Strong communication, story-telling and presentation skills with the ability to tailor messaging to different audiences and different functions
- Proficient in Microsoft Suite Office & knowledge of Adobe Creative Suite
- Natural born people manager
- Thriving in a fast paced environment and having a willingness to get hands dirty
- Proficient in English, any other language is an asset

OUR OFFER

You will have a permanent contract and a market competitive remuneration package in line with your knowledge and experience, along with benefits such as hospital insurance, flexible work hours, lunch vouchers and ecocheques.

We continuously invest in your personal and professional development through our training & coaching programs.

You will be part of a dynamic and fast growing company that is part of a strong international group. We take pride in our green service and encourage our employees to participate in our growth and help us co-define the path to success. Team-work is central and we offer a warm and relaxed atmosphere in our open-space office with regular sport, team and fun activities.



INTERESTED?

Contraload cultivates a tight-knit team of smart people who care about their work and their colleagues. We believe this is a really exciting opportunity for someone who is up for a fast-paced challenge and is hungry to become an integral member of the Contraload family. So send your CV and your letter of motivation to jobs@contraload.com. We're looking forward to meeting you!

At Contraload we value diversity and equal opportunity. Applicants are welcomed on the basis of their individual merits as we do not discriminate on the grounds of age, sex, disability, ethnic or racial origin, religion or belief, or sexual orientation. With both customers and employees around the world, we are committed to ensuring our team reflects the unique communities around us.

External recruitment services/agencies will not be used for this position.