

Digital Engagement Marketeer

Yakult Europe, Almere

Do you want to be part of a company that contributes to good health without compromise? Do you want to be a part of a new team that aspires to become one of the best marketing teams in Europe? Do you find it a challenge to optimize the digital customer experience? Are you an experienced online marketer and do you have an affinity with CRM? Then we would like to get in touch with you.

The challenge

Already 85 years ago, (long before 'purpose' was 'hip') Yakult defined its mission as '*contributing to the good health and happiness of society*'. The way Yakult fulfils this mission adapts through time, always aiming to match consumer and market dynamics. Also, now a new wind is blowing within Yakult Europe that is driving many positive changes. A largely new marketing team is being built and professionalized in which you will become an important player. This European headquarters team adds value for the local market teams by offering clear guidance on strategy, practical assets to localize, and tactical support where needed in execution so that markets can achieve optimal results. Your knowledge and skills form the basis for many of the activities.

Your tasks and responsibilities

- Development of effective strategy and creative execution of the digital customer engagement programs, including translation of journeys/functional requirements into technical requirements, deployment, and continuous evaluation for improvements. This also includes the programs towards health care professionals.
- Maintaining the marketing automation integration and manage the customer relationship database.
- Support the integration of additional (external) platforms where appropriately necessary.
- Understand and evaluate campaign metrics and present campaign performance to the marketing team.
- Work with local marketing teams to help define KPIs, create reporting and analyse campaign performance. Create recommendations to improve campaigns continuously.
- Manage marketing automation efforts and processes, proactively researching and implementing the latest best practices, strategies, and industry standards.
- Support essential marketing operational works of local marketing teams including smart trouble shooting when needed

In this position you will report to the Team Lead Digital Strategy & Solutions.

Who are you?

You are a well-organized project manager with a sense of urgency, capable of handling multiple tasks with competing priorities. You are able to think critically and exercise independent judgment and discretion. You also have excellent attention to detail and superior communication skills, both written and verbal.

You are motivated to optimize the digital customer experience at all touchpoints of the digital journey. Your good presentation and storytelling skills come in handy when you advise marketers in all European countries. Furthermore, you are an enthusiastic, proactive team player who combines organizational sensitivity with steadfastness. You are passionate about becoming better at your profession and thus contributing even more to the results of Yakult's European Opco's.

And further:

- You completed a relevant HBO or WO education
- You are fluent in English (the common language) and proficiency in Dutch is much appreciated
- You have 3 - 5 years of work experience in online marketing. This may also have been acquired at an agency.
- You have gained experience with marketing automation. It would be great if you have worked with Salesforce marketing cloud, but this is not a must.

What does Yakult Europe offer you?

You will become part of a company that has been on a mission to make society healthier and happier for 85 years, and of a new team that aspires to become one of the best marketing teams in Europe. There are career opportunities, both in the central team and in the OpCo teams, and therefore also internationally.

Yakult offers you a full-time position (32 hours is negotiable) with a competitive salary and attractive fringe benefits. In addition, there is plenty of room for personal development. Yakult Europe in Almere is easily accessible by public transport.

About Yakult Europe

In 1935, the founder discovered the now world-famous *L. casei* Shirota bacteria. 40 million people in 40 countries now drink the unique dairy drink. And the mission to contribute to good health is only getting bigger.

Yakult Europe B.V. in Almere has been the production location and European headquarters of the Yakult Group since 1994 and a subsidiary of Yakult Honsha Co., Ltd., located in Tokyo, Japan.