

FOR THOSE WHO
**MAKE A
DIFFERENCE**



[HENKEL.COM/CAREERS](https://www.henkel.com/careers)

HELMOND, NETHERLANDS

Communications Specialist (full time, m/f)

JOICO professional

HENKEL IS FOR THOSE WHO STEP UP. DO YOU?

At Henkel, you can make a difference and craft your career. That's why you own your projects and take full responsibility from an early stage. Our unique brands in markets around the world open up countless opportunities to follow your convictions and explore new paths. If you have an entrepreneurial mindset that allows you to always think out of the box – take the chance and shape the digital future together with us.

YOUR ROLE

Do you know how to reach and trigger the right target group with motivating online content using the appropriate-channels, and thus increasing brand awareness, engagement and loyalty? Traditional print media and working with the press are familiar tasks for you? Then you could be our new colleague in the marketing team working in an international, deadline-driven, and fast paced environment. You would work closely with our web developers, brand and trade marketing colleagues and report into the PR & Communications Manager.

YOUR TASKS

Online

- Run all social media channels and make sure our online presence is top notch (including social advertising). The online world has no secrets for you!
- Write and post inspiring, easy-to-understand, commercial, customer directed content for our websites, social media channels and campaigns, newsletters, etc.
- Develop, edit and coordinate videos.
- Organize and help in analyzing data and channel content.
- Create a network of third-party content contributors.



#KEEPINVENTING

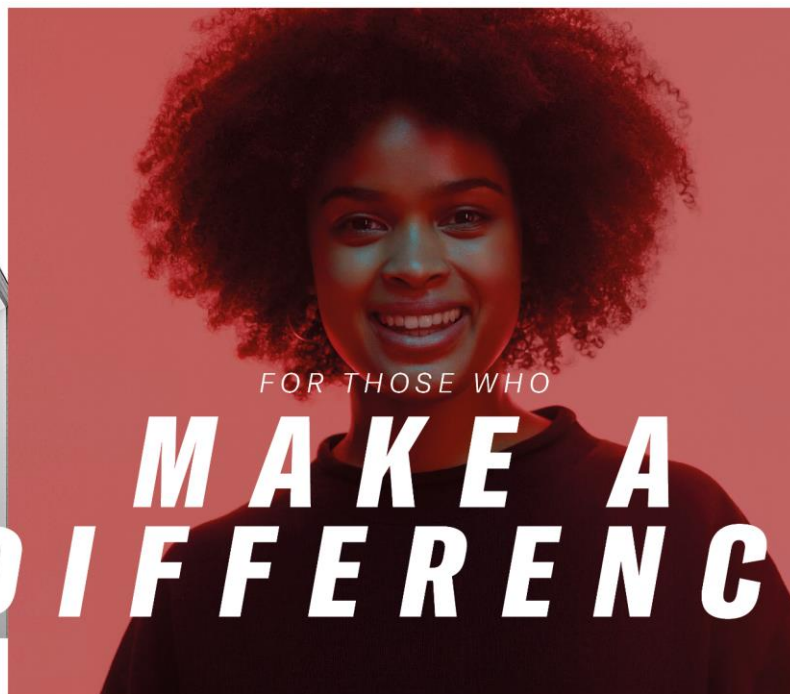
#KEEPDEVELOPING

#STEPUP

#STAYCURIOUS

#RULETHECHANGE

#CHANGETHEGAME



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Offline

- Coordinate and supply inspiring, easy-to-understand, commercial, customer directed content for various communication materials such as consumer brochures, advertisements, press releases.
- Proofread and edit offline communication materials focused on the hairdresser such as brand brochures, product knowledge guides, promotional calendars, etc.

On/Offline

- Development, coordination and execution of a content plan that is in line with given marketing plans.
- Monitor trends to generate new features and story formats.

YOUR SKILLS

- Bachelor-degree in Communication, marketing or journalism, or relevant experience;
- At least 3 years of relevant working experience, preferably in a B2C luxury goods environment;
- Strong communication and writing skills;
- Excellent English (main language – native speakers preferred) and good Dutch skills; German language skills are an advantage;
- Keen interest in and knowledge of customer journey, social media, marketing analytics, emerging social platforms, digital marketing trends;
- Proactive, creative, flexible and a quick learner with a commercial mindset;
- Capable of juggling many different projects and tasks at the same time;
- You are a team player with very good interpersonal skills, capable of working with colleagues and customers from different cultural backgrounds.

INTERESTED?

Then send your resume and motivate why you think this is the right job for you before May 31st, 2019 to our HR Manager Birgit Daniels (birgit.daniels@henkel.com).

JOB ID: CS/JP



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