

CONTENT MARKETEEER

World Of Tents | Alpinter - Alpino – Autentic
with native or fully professional level of English

The Content Marketeer will work in the **marketing department of World Of Tents**, a group of leading tent brands in various sectors. World Of Tents is the mother brand, bringing together Alpinter, Alpino and Autentic.

Alpinter develops, produces and supplies tents and other relief items for humanitarian organisations and government bodies worldwide. With HQ in Belgium (Ronse) and local offices and warehouses around the globe, Alpinter has been considered one of the leading actors in the humanitarian sector for over 30 years.

Alpino is our heritage brand. Alpino designs and produces tents for scouting since 1959. Tents are still designed and produced in our atelier in Ronse.

Autentic creates premium glamping tents. The brand stands for cutting edge stylish designs, high performance, proudly made for sharing good times. Autentic is a recent brand (created in 2019) but has the ambition to astonish the world of camping and glamping in the years to come.

To create and further develop all brands under World Of Tents, we are looking for a **CONTENT MARKETEEER**, who will work for all entities (75% Autentic / 25% Alpinter-Alpino), from our HQ in Ronse.

ABOUT THE JOB

The Content Marketeer and the Marketing Manager form together the group Marketing department. Both ensure the creation and execution of all marketing and communication activities for the group. The job will be extremely versatile, with a cool mixture of organizing, copywriting, social media management, press relations and most of all the opportunity to all of our brands to the next level.

COPYWRITING

You take care of **copywriting** (mainly in English) for World Of Tents and all brands. Starting from a clear briefing, you can write texts for the websites, press releases, newsletters, product brochures, blogs, etc.

SOCIAL MEDIA

You **manage social media strategy** and create relevant content for all social media channels, tailored to the different audiences across each brand and media type.

SEO & ONLINE ADVERTISING

You create and optimise web texts to improve our **google ranking**. You set up and monitor our **online campaigns** and are the first point of contact for our online marketing agency.

PRESS

You write press releases and be the point of contact for our **press agency**.

AMBASSADOR

You will help in the development of an **ambassador strategy** for the various brand and will be the first point of contact for our ambassadors.

CONSUMER ENGAGEMENT & SUPPORT

You lead and develop **the daily contact with our clients**. You are the first line of online customer support (Facebook Messenger, Instagram, LinkedIn, website chat support, info mailbox, ...) and take care of the **social monitoring**. You treat questions yourself and/or revert back to your colleagues from other departments.

You use the feedback and you get from clients to identify and evaluate opportunities to create efficiencies and improve the **consumer experience and engagement** towards our brands.

AND MORE...

You support your marketing colleagues in global roll-out of the marketing plan.

This includes (of course) copywriting, but can also include event marketing, video shooting and **other cool stuff**.

PROFILE

- Higher secondary education diploma in marketing, communications, languages or equivalent working experience.
- Preferably at least 2 years of useful working experience
- Languages:
 - English: Native or full professional proficiency
 - Dutch and/or French: at least good professional proficiency
- Digital native
- Experience with tools and software. If for some of them you are not a professional user today, nothing can keep you from becoming proficient tomorrow.
 - Social channels

- Web: Wordpress, Google Analytics
- Social monitoring tools
- Project management tools (ex. Monday, Trello, ...)

PERSONAL COMPETENCES

PASSION AND ENGERGY

For fun, outdoor and to bring our projects to live !

The Content Marketeer will be the voice of our brand. It's the one person who can't wait to kickstart the project, who brings on new ideas, and launches powerful content to the worlds of our clients.

10 PROJECTS FOR 1 PERSON

The Content Marketeer has no troubles switching from 1 audience to another. You can think and write for B2C & B2B, institutional & commercial markets, for start-up & heritage brands.

You always seek to understand what audiences consume and how to create suited content.

AND ALSO

- Being able to work individually and? in a team
- Result orientation: determined to achieve objectives.
- Hands-on: you want to get things done
- Creative: you take initiative and propose new ideas
- Organizational talent
- Positive attitude
- You work independently and take responsibility.

OUR OFFER

We give you the opportunity to work in an international environment and in an extremely versatile job. You will have diverse work experiences and get the opportunity to contribute to the expansion of an international company with a strong growth vision and continuous innovation. We offer you an open and dynamic corporate culture where initiative, independence and ownership are valued.

INTERESTED?

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