



Marketing Manager

Help shape the future of TRIBE Security and Capi Europe!

Are you a creative and strategic Marketing Manager who thrives on building a strong brand? Are you looking for a varied role in which you'll have plenty of freedom to develop your ideas and make an immediate impact? Then we're looking for you!

The Marketing Manager's role is based at our head office in Tilburg, where both organisations are based. From this central location, you'll work closely with the various departments and be responsible for the marketing activities of both companies.

What will you be doing?

As Marketing Manager, you will be responsible for the marketing and communications strategy of TRIBE Security and Capi Europe. You will combine a strategic role with an operational one and play an active part in campaigns, content and marketing projects. In addition, you will lead a team of four talented marketing staff (two from TRIBE Security and two from Capi Europe) and encourage their development and collaboration. You will be responsible for the marketing surrounding Capi Europe's events, showroom activities and trade fairs, and will also support TRIBE Security's events, for which flexibility regarding evening and weekend hours is expected. Finally, you will play a key role in the further development and application of AI within the marketing departments of both organisations.



Your responsibilities will include:

- Developing and implementing the marketing and communications strategy;
- Monitoring and further rolling out our brand identity and corporate identity;
- Managing the department's budget and monitoring planning, deadlines and priorities;
- Maintaining and further developing our brand book and ensuring it is applied correctly;
- Developing, implementing and optimising online and offline marketing campaigns;
- Establishing and improving performance marketing, content marketing and social media strategies;
- Creating content for social media, the website, newsletters and other communication channels;
- Strengthening our employer branding and supporting recruitment campaigns;
- Managing a team of four talented marketing staff;
- Managing and optimising the website and social media channels, in collaboration with an external marketing agency;
- Establishing and maintaining relationships with external marketing and communications partners;
- Organising events, open days and trade fair participations;
- Identifying market developments and translating these into new marketing opportunities;
- Analysing campaign results and reporting to the management team.

Who are you?

- You are a creative, enterprising and results-driven Marketing Manager who enjoys taking on responsibility. You feel at home in an informal organisation where things move quickly and where your ideas are valued.
- In addition, you have:
- At least a higher professional education (HBO) level of working and thinking, preferably in Marketing, Communication or Business Economics;
- At least 3 years' experience in a similar marketing role;
- Experience in developing and implementing brand and marketing strategies;
- Knowledge of online marketing, content marketing and social media;
- Knowledge of SEO, SEA and Google Analytics is essential;
- Experience with the Adobe suite (InDesign, Illustrator and Photoshop) or similar programmes;
- Experience with SketchUp;
- Experience with cameras and photography is an advantage;
- Good command of the Dutch language, both spoken and written;
- A creative, independent and proactive approach to work;
- The ability to understand target audiences well and tailor the message accordingly;
- Flexibility regarding working hours, evenings or weekends;
- An interest in the latest trends, developments and technologies within marketing.



What do we offer you?

- A competitive salary commensurate with your experience.
- An informal working atmosphere with short lines of communication.
- Opportunities to take the initiative and contribute creative ideas.
- A one-year contract with the prospect of a permanent position;
- Holiday pay of 8%;
- 24 days' leave based on full-time employment;
- Fitness facilities, including personal training in pairs;
- Group discount with CZ;
- In-house physiotherapist;
- Fresh soup twice a week at the office;
- An organisation that is rapidly evolving, where you can really make a difference.

About TRIBE Security

TRIBE Security is a full-service security company specialising in events and hospitality security in North Brabant and Limburg. We are one of the top three largest security companies in the Netherlands within the events and hospitality sector. During the peak season, we employ around 300 to 400 security staff. With our head office in Tilburg and a branch in Gulpen, we are close to our clients. We set ourselves apart by managing the entire process, from consultancy and planning right through to operational delivery. We pride ourselves on excelling in the market for complex and challenging safety, security and production-related assignments. It is precisely by combining the latest scientific knowledge with fundamental industry-wide experience that TRIBE Security relieves organisations of the burden of ensuring optimal security. Our client base includes many nationally and internationally renowned organisers and clients, and we work at the best and biggest festivals and events in the Netherlands.

About Capi Europe

Capi Europe produces unique designer plant pots for indoor and outdoor use. Part of our production takes place at our own factory in Tilburg. We supply to more than 60 countries worldwide. Capi is an innovative and growing family business; progress is in Capi's DNA. We are always looking ahead to new opportunities for growth – perhaps with your talent! Together with your colleagues, you will work towards Capi Europe's mission: 'Made to Grow.' In doing so, we are not only building a better future for ourselves, but also for future generations.

Do you see yourself as our new Marketing Manager? Apply now by sending an email to kellybrugel@tribesecurity.nl or contacting Kelly by phone on +31 6-14 33 52 54.

We prefer to recruit our colleagues ourselves and would appreciate it if recruitment agencies would refrain from contacting us.