

A background image showing a group of people in a professional setting, possibly a meeting or conference. The image is slightly blurred, focusing on the people in the foreground. Overlaid on this image is a large white text box with a red border containing the job title and details.

# TÜV AUSTRIA BELGIUM NV – Marketing Specialist

## What will you do?

### Event Support:

- Plan, organize, and execute corporate events, webinars, and trade shows.
- Coordinate with internal and external stakeholders to ensure seamless event execution.
- Develop promotional materials and manage event-related communications.

### Website Management:

- Maintain and update website content to ensure it is accurate, engaging, and aligned with the company's brand.
- Optimize website performance and user experience.
- Track and analyze website metrics to improve online presence.

### Social Media and Employer Branding:

- Develop and implement creative social media campaigns to enhance brand awareness and engagement.
- Create and share content that highlights our company culture, values, and employee achievements.
- Collaborate with HR and other departments to promote employer branding initiatives and attract top talent.
- Monitor and report on the performance of social media campaigns, providing insights and recommendations for improvement.

## Who are you?

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of experience in a similar role, preferably within the technical or B2B sector.
- Strong knowledge of digital marketing tools and platforms (e.g., Google Analytics, SEO, social media tools).
- Proficiency in content management systems (WordPress) and graphic design tools is a plus.
- Excellent written and verbal communication skills in English and Dutch.
- Exceptional organizational skills and attention to detail.
- A proactive attitude and ability to work independently as well as collaboratively.
- **At the forefront of innovation:** we have developed our own innovation platform, Innovativ, where you can submit ideas, participate in challenges and collaborate with colleagues from over the globe to drive continuous improvements. Intrapreneurship is highly encouraged!

- **Think global, act local:** we combine global expertise with local insights to deliver solutions that are both innovative and relevant. You will be part of a global network, yet your work will directly impact the local communities and industries we serve.
- **Sustainability is deeply rooted in every aspect of our company:** Your work will help companies reduce their ecological footprint and comply with important environmental standards and regulations.
- **Our people, our most valued resource:** as a people business, our success is built on the skills, dedication and innovation of our colleagues. We invest in our team because we understand that they are our greatest assets. Your growth, safety and wellbeing are our priority.

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