

Junior Inbound Marketeer/ Content Manager / HBO

Are you interested in working for an innovative and growing business?
Are you interested to be part of making the world more sustainable?
Then we are looking for you

Cleantron

Cleantron develops and produces Li-ion batteries in Nieuw Venneep. Cleantron has offices in Munich, Paris and Taizhou (China). Cleantron batteries are used in a variety of markets, at home and abroad. Think of electric vehicles such as e-Bikes, Light Electric Vehicles but also Zero Emission Construction Equipment, Automatic Guided Vehicles and Cars. The quality of our products is central and in order to guarantee this, we continuously work on improving our products and production processes.

Communication

Being “in the eye of the storm” of electrification, communication is important. Customers need to find Cleantron and to understand the Cleantron propositions. Cleantron has new and appealing innovative products. Standard batterypacks that “all” OEM can buy, but also tailored products that are developed for one particular customer. There is technical story that is worthwhile to be told and broadcasted; with consistent, true and reliable information, accessible and professional styled. Cleantron has a website and a presence on social media that we want to develop further. We prefer to attract leads with relevant and useful content in blogs on our website & social media and with a presence on a range of selected conferences and exhibitions; now virtual and in the future virtual and real. SEO and SEA are important tools to reach out to the right type of customers and academia.

Tasks Junior Inbound Marketeer/ Content Manager

As an Inbound marketeer, you are responsible for applying the inbound marketing strategy to increase leads. You identify what content should be created to increase the findability of the website, to increase the organic traffic, and to convert this traffic into leads. Furthermore, you manage the projects for creating this meaningful content, such as whitepapers, datasheets, and blogs.

Education

- Bachelor degree in Business Studies, Marketing, Communication Science
completed or to be completed within 1 year

Relevant skills

- Content Marketing, Online Marketing, SEO, SEA.
- Affinity with technology is a pré
- You master the Dutch and English language

We offer

- Dynamic working environment in an innovative and growing company, with an enthusiastic team with multiple nationalities, and room for personal input.
- Part time appointment (16 hours), but other arrangements are also negotiable
- A competitive salary, depending on education and experience
- Personal training options

Interested?

If you recognize yourself in the profile above, apply by sending your CV and motivation letter to maurice.vangiezen@cleantron.nl. More information about Cleantron can be found at www.cleantron.nl; for questions about the vacancy also feel free to contact Maurice van Giezen.