

## Digital Content Marketeer

### This is Sandwich

We like to think of ourselves as a contemporary brand with a carefree edge. With attention to refined details and a design signature that sets us apart, yet continues to evolve, we have built a portfolio of collections since 1981 – our founding year. Our ethos has always remained the same – to produce clothing for real women. Sandwich makes women look good. Authentically good - encouraging women to feel great, wherever they are, whatever they are doing.



**We are looking** for a hands-on, self-starting **Digital Content Marketeer**. As part of the Marketing & Creation Department, you are a catalyst for the brand's successes. To realize our ambitions, we need you to share our interests and values, have an enthusiasm for Sandwich as a brand as well as a deep knowledge and love of your own specialist area. You will be working closely together with the Brand Creation, Marketing Communication and Commercial teams. Overall your responsibility lies in the rollout of all digital content activities and acting as ambassador for the brand.

The team's mission is to provide Sandwich consumers with the #1 branded shopping experience that is seamlessly aligned with the Sandwich Brand Identity across all channels. In return for your dedication, Sandwich will offer a supportive, flexible and friendly working environment, in which self-expression, personal growth and taking initiative are highly valued.

### **As a Digital Content Marketeer your responsibilities are**

- Coordinating, implementing and improving an innovative and results-focused strategy across the Sandwich digital platforms;
- Creating the yearly Ecom calendar, to be shared with all departments and our partners;
- Timely managing the content on the websites and in newsletters using the CMS and email marketing tool;
- Coordinating the delivery of digital assets, i.e. product photography, information and stock;
- Executing the daily content and upkeep of the B2C and B2B website. Maintaining an engaging and profitable digital presence;
- Monitoring and reporting weekly/monthly key findings and KPIs. To analyze, interpret and share Digital Content metrics and inform tactical improvements;
- Understanding of the Sandwich brand and developing a strong tone of voice;
- Creating briefs for various digital content assets;
- Writing SEO-proof content to sit across all our digital channels, including the enrichment of product information;
- Optimizing digital content and usability according to metrics, generating a higher conversion;
- Being the go-to-person and problem solver for all digital content issues and projects company-wide;

### **Requirements**

- Proven Email & Content Marketing experience.
- Proactive attitude with a high level of attention to detail.
- Highly structured and experienced in time management.
- Ability to multi-task, self-manage, prioritize and work as part of a team.
- A bottomless well of engaging content ideas.
- A passion for written content and copywriting.
- Fluent in Dutch & English.
- Experience with Wordpress is a plus.
- Associate's or bachelor's degree in related field.

### **Our organization**

The VeldhovenGroup is a multinational that designs, sells and distributes the fashion brand Sandwich. You will be based in Amsterdam at the creative HQ Veldhoven Studio Amsterdam. For more information on Sandwich check out [www.sandwichfashion.com](http://www.sandwichfashion.com) and for details on our organization have a look at [www.veldhovengroup.com](http://www.veldhovengroup.com).

### **Applying for the job**

Are you the **Digital Content Marketeer** we are looking for? Then please send your CV with motivation to: [recruitment@veldhovengroup.com](mailto:recruitment@veldhovengroup.com) and/or check our website [www.careers.veldhovengroup.com](http://www.careers.veldhovengroup.com)