

Founded in 1993, this company is a global **leader** in dedusting equipment, metal detection, and process control for the **pharmaceutical industry**.

With over 5000 installations worldwide, it offers customized solutions and engineering services through various international subsidiaries.

The recent acquisition of a technology firm has enhanced its portfolio with innovative technologies.

To support its continued growth, we are looking for a:

Marketing Specialist (M/F)

RESPONSIBILITIES

The Marketing Specialist, passionate about internal and external communication, will lead key strategic and operational MarCom activities globally and regionally, while supporting market and business development.

Your main responsibilities are:

Marketing Strategy and Planning

- Develop and execute the annual marketing plan with management.
- Coordinate the roadmap with stakeholders and monitor budget adherence.

Digital Marketing

- Manage website updates (CMS), create social media content, and oversee SEO.
- Maintain customer database, manage e-mail campaigns, and automate lead generation.

Marketing Materials

- Design brochures, banners, presentations, videos, and white papers.

Event Management

- Organize exhibitions, webinars, seminars, and roadshow trucks.

Corporate Branding

- Apply graphical guidelines and develop corporate messaging.
- Support the creation of the corporate identity chart.

Analytics and Reporting

- Track and report campaign performance for continuous improvement.

PROFILE

- **Over 5 years of experience** in operational marketing, able to work independently and take initiative.
- A strong background in **B2B settings** is essential, with a preference for experience within the **industrial sector**.
- Creative and imaginative, with a strong ability to quickly learn technical aspects and understand market trends.
- Excellent communication skills, detail-oriented, organized, flexible, and resilient under stress.
- Strong interest in scientific, technical, and engineering fields, with a proactive and problem-solving mindset.
- Fluent in **English**, both written and spoken.
- Proficient in **MS Office**, with basic knowledge of Photoshop, InDesign, Illustrator, and Adobe Suite.
- Familiar with **Google tools** (Analytics, Ads) and **SEO** principles.
- Basic understanding of **web languages** (HTML, CSS) and **CMS platforms** (WordPress, Odoo).

OFFER

- The opportunity to join a globally renowned company and leader in the pharmaceutical industry.
- A full-time permanent contract with a competitive salary based on your experience.
- Clear career progression towards roles like Marketing Manager, with increasing responsibility in strategy execution and project management.
- Opportunities for continuous learning and professional growth in a dynamic and innovative industry.

INTERESTED ?

Please send your CV together with an adapted cover letter via [URL](#) or to recruitment@pahrtners.be.

YOUR APPLICATION AND
RELATED INFORMATION WILL REMAIN
STRICTLY CONFIDENTIAL.