

Our client is a global player in the automotive industry that develops and manages its activities across Europe.

Committed to innovation and sustainability, the company focuses on delivering cleaner mobility solutions while ensuring high-quality service for its customers.

To strengthen the Team based in Brussels, we are currently looking for a (m/f):

EV Product Marketing Specialist (M/F)

RESPONSIBILITIES

As an **EV Product Marketing Specialist**, you will play a key role in the implementation and follow-up of product marketing and public relations activities for the company's Electric Vehicle range. You will contribute to the creation of targeted content, increase product awareness, and optimize promotional efforts.

Your main responsibilities are:

- Designing and coordinating the creation of **promotional materials** for EVs, with a focus on copy creation to support the PR, Marketing and Product strategy.
- Collaborating with **agencies** and **distributors** to ensure seamless and effective communication to support promotional events.
- Participating in the planning, organization, and evaluation of **events**, suggesting improvements to enhance cost-effectiveness.
- Maximizing the **visibility** and awareness of communication efforts among the network and distributors.
- Developing new **communication channels** in close collaboration with PR, Marketing, and Product teams.
- Contributing to the creation of various materials (presentations, press releases, newsletters) to promote EVs for presentations, press conferences, press releases, mailing to distributors.
- Ensuring content compliance with **brand identity** and the company's EV strategy.
- Identifying opportunities to enhance processes and reporting tools within the Marketing & PR department.

PROFILE

- You have perfect command of English, both written and spoken.
- You hold a Master's degree in a relevant field.
- You have a first experience in the automotive sector in a similar position.
- You have excellent writing skills and can create engaging content to showcase the EV models value.
- You demonstrate autonomy and ambition, with the ability to take on increasing responsibilities.
- You possess strong time management, problem-solving abilities and organizational skills to handle multiple priorities.
- You exhibit persuasion and negotiation skills to foster distributor collaboration and apply your solid understanding of competitor activities to assess the relevance of implemented strategies.

OFFER

- A challenging and impactful position in an international environment.
- A strategic role in the company's international development.
- A salary package commensurate with the responsibilities of the position and your experience.

INTERESTED?

Please send your CV together with an adapted cover letter to recruitment@pahrtners.be.

YOUR APPLICATION AND
RELATED INFORMATION WILL REMAIN
STRICTLY CONFIDENTIAL.