

Let's color the world!

We are GNT, an ambitious and innovative family-run business with a colorful character! With our EXBERRY® brand, we are the market leader in the field of Coloring Foods. Our colorings are 100% natural and are made from fruits, vegetables, and plants.

We are world champions when it comes to utilizing the bounty of nature and strive to continuously innovate and improve natural color ingredients for the consumer. By carefully preserving all of nature's beauty and goodness, we are able to offer our clients the highest quality and most reliable products. This is what continues to motivate us every day!

The most important ingredients for GNT's success are our employees and the cooperation that exists between them. We believe in teamwork, and we are there for one another, our clients, our suppliers and our partners. That is what makes us GNT.

Due to the growth of the GNT Group we are looking for a fulltime:

(Junior) Digital Marketing Specialist

Are you analytically strong, data-driven and ready to transform digital marketing strategies into measurable successes? We are looking for a (Junior) Digital Marketing Specialist to take our lead nurturing processes to the next level and play a key role in our Marketing Automation and CRM strategies!

What do we expect of you?

As a (Junior) Digital Marketing Specialist, you will be the driving force behind our digital campaigns and optimizations. You will work closely with our international Marketing Communications team and interact regularly with colleagues from Sales, Applications and IT. Together you ensure a seamless customer journey, from first interaction to loyal customer.

- Develop and execute digital campaigns with a strong focus on lead nurturing, such as email marketing, personalized workflows and dynamic content.
- Manage and optimize our CRM system (Microsoft Dynamics) and Marketing Automation tool for maximum results.
- Analyze data and report on the effectiveness of campaigns, with the goal of continuous improvement of our online strategy.
- A/B testing and experimenting to increase conversions and customer satisfaction.
- Contribute to the development of digital content that adds value at every stage of the buyer's journey.
- Monitor KPIs and strategic goals, and take action based on insights from data.
- Explore AI opportunities within digital marketing: from personalizing customer interactions to predicting behavior and optimizing campaigns. Together, we'll work on concrete plans to deploy AI as part of our digital strategy in the near term.

What do we offer you?

- A full-time gross annual salary between €42.320,- and €68.265,- depending on your knowledge and experience. A bonus scheme.
- 27 vacation days (possibility to purchase additional days).
- A very favorable pension scheme.
- A varied job in a modern working environment.
- Unlimited access to (online) training and/or education, so you can keep working on your personal development.
- We find sustainability very important. Therefore – as part of our terms of employment – we offset your carbon footprint.
- Competitive sports at a selected gym.
- A great workplace at a successful and innovative company: GNT is on the move and so will you be!

What can you offer us?

You recognize yourself in the following profile:

- A completed college education in Marketing, Communications or Commercial Economics.
- 1-2 years of experience in digital marketing, or demonstrable affinity for Marketing Automation and CRM.
- Experience with CRM tools such as Microsoft Dynamics and a Marketing Automation platform.
- Interest in the application of AI within marketing processes and the ambition to grow further in this.
- A data-driven mindset with the ability to turn complex data into concrete action points
- Fluent in English in both verbally and written

You are analytical, results-oriented and always think one step ahead. Your pragmatic approach ensures that projects run smoothly, while you have an eye for detail and quality. You enjoy sharing insights and ideas with the team and feel comfortable presenting in English.

What is important to us?

The GNT values are the basis of our daily activities. That's why we think it's important that we fit together. GNT employs people who are enterprising and take responsibility. Customer and service orientation is of course paramount! We always take that extra step to offer our external and internal customers the best service. In addition, we do everything as sustainably as possible. We are open and honest with each other and bring out the best in each other.

GROWING COLORS

EXBERRY[®]

We color the world, do you?

Does this vacancy suit you? Then we look forward to receiving your motivational statement and CV, the earliest date you are available to start and a photo by email to hrm@gnt-group.com. You will soon find out if you will be invited for an introductory meeting (in Mierlo, the Netherlands or online).