

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 GNT we are seeking for our office in UK a

## Marketing Communication Specialist

We are seeking a dynamic and innovative Marketing Communication Specialist to join our team in the food ingredient industry. The ideal candidate will be responsible for developing and executing creative marketing strategies to enhance brand awareness and drive engagement. You will work closely with our sales and marketing team to produce engaging content and visuals, manage social media channels, and analyse campaign performance. This role requires a self-starter who can work independently in our UK office and bring innovative ideas to the table. The candidate will also need to travel occasionally to our headquarters in the Netherlands to collaborate with international colleagues.

### The role:

- Develop and execute creative marketing strategies and campaigns.
- Collaborate with the marketing team to produce engaging content and visuals.
- Analyse campaign performance and adjust strategies accordingly.
- Manage social media channels and drive engagement.
- Coordinate with designers, writers, and other stakeholders to ensure cohesive branding.
- Identify and leverage emerging marketing trends and technologies.
- Oversee the creation and distribution of marketing materials.
- Conduct market research to better understand target audiences.
- Support the Activation and Foodservice Marketing teams to develop a detailed localised understanding of the Food category in the prioritized markets.

- Ensure accurate and optimal positioning of our technologies in Europe, working collaboratively with the Activation Marketing team.

#### About you, as our ideal candidate:

- Bachelor's degree in Marketing, Communications, or a related field.
- 2-3 years of experience in a creative marketing role, preferably in the food ingredient industry.
- Strong portfolio showcasing successful marketing campaigns.
- Excellent communication and presentation skills.
- Ability to work collaboratively in a team environment.
- Strong analytical skills and data-driven thinking.
- Proficiency in Adobe Creative Suite, SEO, and social media management tools.

#### What do we find important?

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.

#### What do we offer you?

- A varied job with a successful and innovative company that is always evolving
- Competitive salary based on experience and performance-based bonuses.
- Health and wellness programs.
- Professional development opportunities.
- Flexible working arrangements.

#### We color the world, do you?

If you believe you satisfy our desired profile and would be interested in applying for this position, please contact us in writing including your resume to [staylor@gnt-group.com](mailto:staylor@gnt-group.com), Steven Taylor, Head of Sales GNT UK.

Of course we handle your personal data with care. All applications will be treated equally.