

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 full-time:

MARKETING MANAGER

As Marketing Manager you will be working at our main location in Mierlo. In this role, you will collaborate closely with your direct team in the marketing department, a friendly and close-knit team of 4. You will also work closely with our marketing colleagues worldwide.

What do we expect from you as a Marketing Manager?

- Own and execute the international marketing strategy for GNT / EXBERRY®, aligned with Sales priorities and the overall global company and brand strategy.
- Translate the EXBERRY® value proposition (100% natural, fruit-, vegetable- and plant-based) into consistent, compelling messaging and content for B2B audiences across regions and cultures.
- Lead key B2B marketing touchpoints such as the website, newsletters, webinars and trade-show communication, ensuring content is technically correct, on-brand and supports customer conversion within the food and beverage industry.
- Partner closely with Sales, Product Management and Application/Technical teams to deliver customer-ready storylines, presentations, sales decks and case materials that win in real customer conversations.
- Bring market and customer insights (e.g. category trends, competitor developments, clean-label and performance-related customer needs) back to global and central teams to continuously sharpen positioning and priorities.
- Plan and manage budgets and performance tracking; provide structured reporting, insights and corrective actions to achieve agreed KPIs (e.g. leads, engagement, pipeline support).

- Represent GNT internationally at customer and partner trainings, trade shows and events to align messaging, strengthen collaboration and support growth in key markets.

What do we offer you?

- A full-time gross monthly salary between € 4.800 and € 7.958, 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](#).
- Discounted gym membership at a selected gym.
- A great workplace at a successful and innovative company: GNT is on the move and so will you be!

What experience and skills do you bring?

- 5+ years of experience in B2B marketing, ideally within ingredients, food & beverage or a related industry, with proven impact on lead generation and sales enablement.
- A bachelor's degree in marketing, Business Administration, Communications or a related field.
- A strong understanding of B2B business dynamics and how to equip commercial teams and partners with the right story, tools and materials.
- Analytical and conceptual strength: you turn market and customer insights into clear positioning, campaigns and practical assets.
- A hands-on, execution-oriented mindset, able to independently move from concept to launch across multiple channels (digital, events, etc.).
- A structured, ownership-driven way of working, with the ability to manage multiple stakeholders, timelines and budgets end-to-end.
- A collaborative and relationship-focused approach, enabling you to work effectively across countries, cultures and functions.
- Fluency in English and Dutch (spoken and written), with ease in adapting messaging for international audiences and working in a global organization.

What do we find important?

We operate globally, yet remain an independent, family-owned business committed to investing in products, technology and importantly, our people. 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 we do as sustainably as possible. We are open and honest with each other and bring out the best in each other.

We color the world, do you?

Does this sound like the perfect job for you? Apply now by clicking the application button. You will hear from us as soon as possible to let you know whether you are invited for an introductory interview. Naturally, we handle your personal data with care. All applications are assessed equally and based on their content.