

About EAGE (European Association of Geoscientists and Engineers)

EAGE's main activities consist of the organisation of conferences, workshops, exhibitions and courses worldwide. We also publish the monthly magazine First Break for our members, scientific journals as well as many other scientific books that are available in our (online) Bookshop. We are an international organization with 18,000 members all over the world. The majority of our members work in the oil, gas and mining industry. EAGE's main goal is to share knowledge, promote innovation and technical progress, and to foster the communication, fellowship and cooperation between those working in, studying or otherwise being interested in these fields. We have over 90 employees worldwide, with offices in The Netherlands (Europe office), Moscow, Dubai, Kuala Lumpur and Bogota.

For our Europe Office in Houten (Utrecht, the Netherlands) we are currently looking for a:

Online Marketeer
40 hours

As Online Marketeer you are a member of the Marketing & Communications Department. Together with a team of 7 colleagues, including yourself, you lead innovation, investigate opportunities in the market for new development for EAGE on products and/or services. You determine the final content of the Event and Media Production schedule in alignment with other regional offices and departments, in particular Corporate Relations, Membership & Cooperation and Content R&D.

Within the Marketing Communications team you will be responsible for EAGE's online presence and strategy. You are responsible for selecting, implementing and managing appropriate and successful tools and executing online related activities.

What are your tasks and responsibilities?

- Coordinate and execute all online activities (SEO, SEA, AdWords, social media advertising, etc.).
- Translate the objectives of EAGE to effective and successful online campaigns.
- Write online marketing plans, implement these after approval, and coordinate online marketing projects (technical and content).
- Investigate and coordinate the usage of online tools, monitor the traffic and report the results, online experience and effectiveness of content.
- Make decisions based on stats.
- Increase conversion with innovative ideas.
- Optimize the customer journey with split testing.
- Create guidelines and policies for online activities.

What qualifications do you need?

- Bachelor's Degree in Marketing, Business, Communications, Public Relations, or similar discipline.
- Min. 3 years working experience in online and web marketing communications.
- Experience in creating and managing profitable online campaigns.
- Experience in using SEO, SEA, and social media tools and business software applications.
- Strong communication skills.
- Analytical and data minded.
- Commercial awareness, result focused and a creative mind.
- The flexibility to adapt to changing situations.
- Resourcefulness and self-initiative.
- Project management experience, with the confidence to take the lead and guide other departments when necessary.

For this position we are looking for a self-initiative person with excellent knowledge of developing and structuring various online marketing tools.

EAGE offers

- A competitive salary.
- 30 paid holidays.
- Non-contributory pension.
- Free company card for a selected gym in Houten or a financial contribution for a gym of your choice.
- Personal training budget to further develop your profession.

Apply now!

Send in your resume together with a motivation letter to application URL:

<https://eage-holding-bv.onlinevacatures.nl/en/Vacancy/Apply/75693>

Please indicate your current salary package and notice period.

We can only consider candidates who have no restrictions on working in the Netherlands and, ideally, are already living in close proximity to Houten/Utrecht.

For more information please visit our website www.eage.org or call Salima Greenfield-Gader, Manager Marketing Communications Department at 088-9955055.

Acquisition as a result of this vacancy is not appreciated!