

Carhartt is the original workwear brand from the US that has been creating high quality work wear since 1889 to serve and protect hardworking people. Our products are robust and excel in durability, comfort, functionality, fit and styling. Craftsmen appreciate our products and have been fan of this legendary American brand for many years. Our clothing can be used for many (professional, craft and outdoor) activities and can be worn during and after work.

For our Marketing team at Carhartt EMEA/PAC Amsterdam, we are now looking for a new team member:

Content Specialist

Under the direction of the Marketing Manager, the Content Specialist is responsible for creating, initiating, and managing Carhartt EMEA content formats for all (offline and online) channels in line with (online) marketing and brand strategies. This content will support (online) campaigns, e-mail marketing campaigns, online content for Carhartt.com and online advertising campaigns as well as PR.

The Content Specialist works closely members of the Marketing team, the eCommerce team and the Merchandising team to identify and elevate content opportunities and story focus. This person cooperates with relevant US marketing and eCommerce teams with relation to brand messaging and storytelling.

Duties and responsibilities

- Create content aligned with the EMEA campaign calendar (lead by the Marketing Manager) and (online) campaign planning and execution.
- Manage content and initiate brand messaging and storytelling for all channels, ensuring consistency in messaging, protecting the brand, and aligned with US (brand & messaging) strategies.
- Manage and check translations of content for all channels (except product data).
- Work closely with eCommerce team members on creating content for the areas of SEA/Performance Marketing, SEO, CRM/Digital Marketing, web publishing.
- Work closely with the Social Media Specialist to increase brand awareness on social media channels; supports the Social Media specialist to generate, edit, publish, and share daily content (text, images, videos, and links) that build meaningful connections and encourages social media audience response.
- Work with agencies on the 'how' of brand messaging and content and manage execution.
- Responsible for creative part of the online campaigns, such as arranging and participate in photoshoots and make sure there is a consistent look & feel and brand message.
- Track, measure and analyze appropriate online data & metrics as well as insights on the performance of marketing campaigns, to further develop and optimize concepts, share results with the Marketing and eCommerce teams.
- Manage and brief external partners (Graphic Designers and Copywriters) to meet deadlines for the campaign planning.
- Stay up to date on latest online marketing strategies and trends, while continually leveraging new tools and industry best practices to boost efficacy of campaigns.

Entry Requirements

- Bachelor's degree in Marketing/Communication/Fashion Management or equivalent work experience with an educational background in marketing and communication.
- Minimum of 2 - 3 years all-round (online) marketing and content creation experience, including working with social media and ecommerce related specialists
- Demonstrates specialized knowledge of: marketing principles, tools and techniques as well as creating statistics; brand messaging, mainstream social media platforms including but not limited to Facebook, Twitter, YouTube, Instagram, Tik Tok and LinkedIn representing an organization and/or brand; promotional (online) development.
- Advanced computer skills including (some) working knowledge of: HTML (editing), Flash, website/web-based technologies and applications, Photoshop, Microsoft Office. Ability to work with analytics tools.
- Knowledge of strategic marketing and campaign planning, brand development.
- Excellent written and oral communications skills (English business level).
- Creative and commerce-driven self-starter, comfortable with both taking initiative and working in a team within a fast-growing organization.
- Strong organizational skills with demonstrated ability to prioritize workload and attention to detail, effective time and task management skills and used to working with deadlines.

What do we have to offer?

Carhartt is a family-owned company for 130 years now and stands for transparency, honesty, authenticity, and respect. The Carhartt EMEA/PAC team currently consists of around 60 associates. We offer strong employee benefits including a Carhartt Reward Strategy, a 37-hour workweek (hybrid office/WFH), and 25 leave days per year. We supply you with home office equipment in case you would like to work from home part of the workweek.

Application process

We will (only) contact candidates with a suitable background (see entry requirements) and potential match for this role who live in the greater Amsterdam area (in the Netherlands). Please apply with your CV (Resume) and motivational letter.

Interested? We would like to hear from you!

Please click [**HERE**](#) to apply!