

# DIGITAL MEDIA/ CONTENT COORDINATOR EUROPE



With a century of leading the industry in manufacturing and installation of high performance, seamless floor, wall, and lining systems, STONHARD, a subsidiary of RPM, understands the challenges in the industrial and commercial marketplace. We continue to meet customer needs by providing long-term, durable, safe solutions for facilities around the world. With continued growth, we currently have an immediate opportunity for a **Digital Media/Content Coordinator** in Europe. Our office is situated in Den Bosch.

## Why Work for Stonhard?

We passionately believe that our success is created because of the great team we work alongside, highlighting their motivation and knowledge daily as we solve customers' problems. Our team is comprised of people who are passionate about taking pride in the great work that they do every day.

Where can you find Stonhard floors? Everywhere! From the floor that a food & beverage plant trusts daily to keep their employees safe from slip & falls due to spilled liquids or washdowns, to the durable floor in a hospital operating room that has anti-microbial additives to ensure that bacteria won't harbour in unwanted spaces, to the floor in a washroom at your next sporting event because it's seamless and easy to clean. Our Stonhard team is able to look at any facility and find safe, durable, aesthetic and sustainable systems for visitors and employees to enjoy for years to come.

## Responsibilities:

- Balance and manage both analytics; websites, social media and digital campaigns.
- Manage all European websites utilizing CMS working with marketing team, both local and global to incorporate changes.
- Manage content across all our social media channels, ensuring topics are on-brand, strategy, and grammatically correct for Stonhard and advise on best practices for boosting organic social reach and engagement.
- Manage monthly content calendars and ensures content remains consistent across all platforms and coordinates with design.
- Develop content strategies around keywords research and best practices for search engine optimization.
- Ensures all Stonhard branded and published materials match the brand voice and tone required.
- Fact check and verify information of content with appropriate staff and technical resources within the company.
- Be a team player who can collaborate effectively in a work environment and manage projects from concept to completion.

## Qualifications:

- 4 year HBO degree in Digital Marketing/Digital Media, Marketing or related.
- Two years related digital marketing experience, internships are acceptable.
- Experience creating engaging content.
- Expert verbal, written, editing, and proofreading skills (a portfolio of samples will be requested at interview stage) with attention to detail.
- Strong project management skills and the ability to effectively manage multiple projects in a fast-paced environment.
- Collaborative and team-focused, developing positive working relationships with internal and external
- Fluent in written and spoken English.
- Experience with Microsoft Office Suite and Adobe Creative Suite programs is required.
- Experience with CMS programs.

## Benefits:

We recognize our team as our most valuable asset and offer competitive salary with benefits. For more detailed information about our company, please visit us at [www.stonhard.com](http://www.stonhard.com)