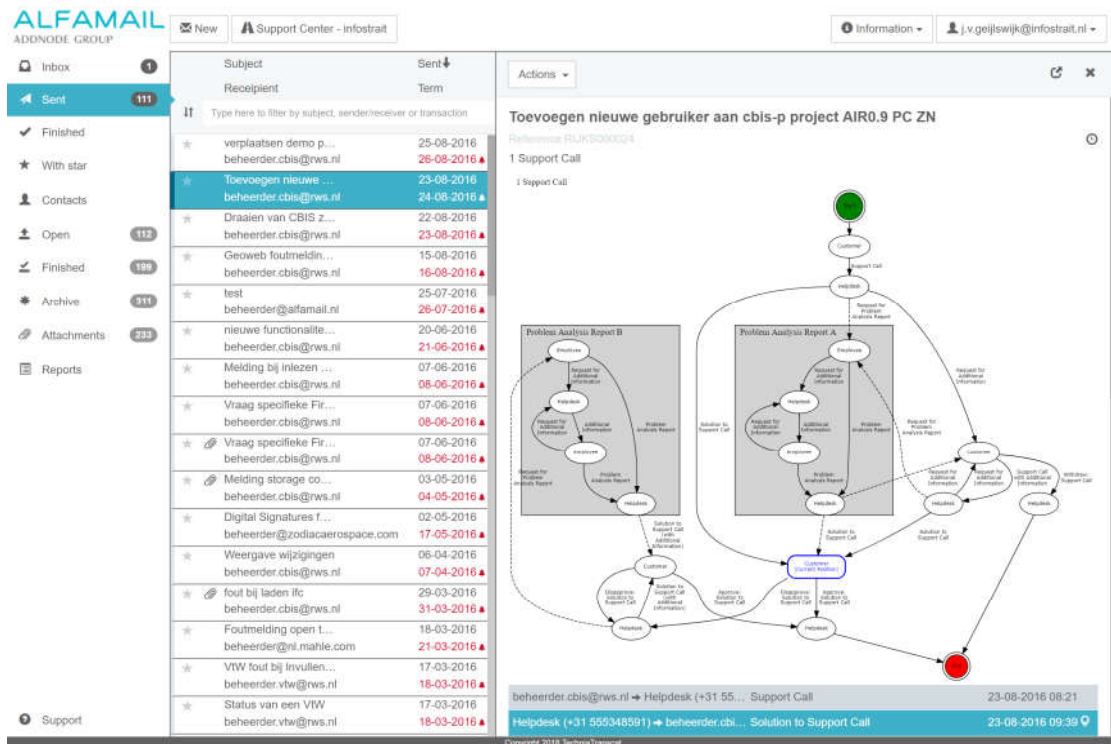


Marketing & Communication Specialist - Workflow Software

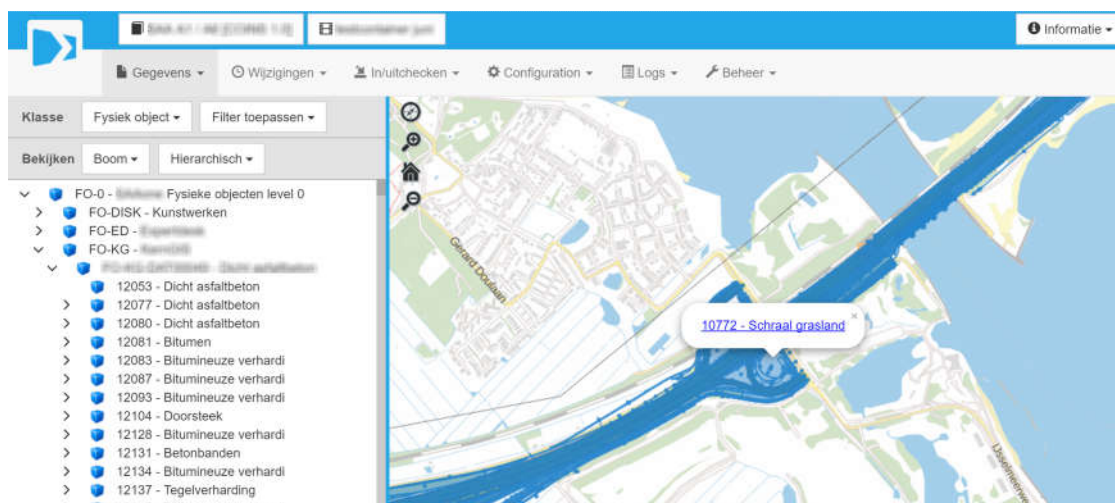
Location: Utrecht Region, The Netherlands

To expand the team build around our COINS and VISI software, we are looking for a Marketing & Communication Specialist who creates and executes our marketing plan. Tasks are related to our products: Alfamail & CBIS.

Alfamail (www.alfamail.com) is our successful and easy-to-use web application for capturing and managing formal project communication. Via an email-like interface, collaborating parties communicate according to the work processes and standard forms. For example, for the approval of documents. Alfamail is suitable for workflows of the type: Contract Management, VISI, ISO 29481 and more.



CBIS is our relatively new web application for capturing huge amounts of formal object information, in accordance with an object type library. Through the web interface, users will review the recorded metadata, documents, 3D models and geographic data. For example, with our 3D viewer and via a map (think of a Google Maps-like interface). All versions and configurations of the object data are stored and can be searched. CBIS is suitable for data type: COINS and Ontology Web Language.



What are you going to do?

As a Marketing & Communication Specialist, you are working in a fast-growing organisation. Within this function you are responsible for further professionalising the message to the market and increasing the name recognition of TechniaTranscat Benelux, Alfamail and CBIS. Furthermore you are responsible for creating and implementing the marketing action plan with the support of marketing colleagues in Sweden and UK.

Though this job requires a lot of independence, you will be working together with experienced marketers, lead qualifiers, sales, consultants and account managers.

Your responsibilities

- Create the marketing plan for the Benelux area based on the strategic goals set by the management team;
- Execute the marketing plan:
 - o Promotional activities, from advertisements to tradeshow, etc.;
 - o Lead generation by setting up (social media) campaigns, website tracking, etc.;
 - o Ensuring enough relevant- and up-to-date content is available to attract new leads.
- Generate marketing qualified leads and hand them over to Sales Specialists;
- Collect relevant data for market analysis, from website visits, social media interactions, chamber of commerce, etc. to assist in decision making in new markets.

What are we looking for?

- Minimum HBO work and thinking level;
- About 3 years relevant work experience;
- Open to travel for business;
- Driving license B.

Since this function represents our company to the outside world you need to be / have:

- able to write texts to create content for external communications;
- editorial skills;
- aware of the latest developments in media channels;
- knowledge of WordPress is an advantage;
- able to work in a structured way;
- knowledge of SharpSpring and Salesforce is an advantage;
- experience in organizing events like workshops and tradeshow;
- fluent in Dutch and good in English language, both speaking and writing;
- knowledge of InDesign, Photoshop and Illustrator is an advantage.

As a person, you are communicative and have good social skills. You are creative and result-oriented. A team player but with the ability to work independently.

Who are we?

TechniaTranscat - the # 1 knowledge company in PLM. With our expertise in Product Lifecycle Management (PLM), we help organisations to transform vision into value. Our solutions are used worldwide in industries like Life Sciences, Automotive, Travel, Retail, Offshore, Telecom, Fashion and Food & Beverage. We serve over 4,000 customers worldwide, including 43 listed in Fortune 500. TechniaTranscat is part of Addnode Group, listed on the Nasdaq OMX Nordic List. For more information, visit www.alfamail.com.

TechniaTranscat Benelux is an integral part of TechniaTranscat. The Benelux branch includes the team of our innovative COINS and VISI software. The focus for these services and products is on organisations in the industry Civil Infrastructure ("Grond-, Weg- en Waterbouw"). The portfolio consists of our own products, Alfamail & CBIS.

What has TechniaTranscat Benelux to offer?

TechniaTranscat Benelux has an informal and open culture, with fun at work being of great importance. We are driven and passionate. Teamwork is important. But personal development and growth is of greater value. We

offer a very diverse and versatile function in a growing professional organisation. Good primary and secondary working conditions.

Do you recognise yourself in the above profile, and are you interested in this challenge? Please, send your motivation (including a curriculum vitae) to job.benelux@techniatranscat.com with reference to Marketing & Communication Specialist and Jeroen van Geijlswijk.