**Marketing Manager CEE (remote)**

**About DW Reusables:**

DW Reusables is a worldwide leader in reusable injection moulded packaging such as beverage crates, pallets, totes & trays, as well as customer-specific solutions.

With more than 60 years of experience in returnable beverage crates, we work for the most famous brands. All the important innovations in the field of beverage crates originated in our company.

With the headquarters in Belgium and four manufacturing sites located in Poland, Spain, and two in Croatia, we are a strategic player.

At DW Reusables, we care about the environment, so all our products are designed for a circular economy. We help customers around the world to improve their sustainability targets by replacing one-way packaging by returnable closed loop systems.

Supported by our company values One Team, Caring, Commitment and Innovation, our approach to diversity and inclusion is about recognising that the ideal working environment is one which allows all our employees to perform at their best and develop their full potential.

It’ s a career you'll want to tell your family and friends about! You'll not only have a rewarding career, but we'll give you all the support you need to fulfil your ambitions.

Be part of a business that makes you feel proud.

**Function**

We're looking for an enthusiastic Marketing Manager to drive our marketing efforts in Central and Eastern Europe. This is a temporarily full or parttime position for someone with previous experience in B2B Marketing and content creation. Ideally our Marketing Manager is located in Croatia. Limited travel is required.

**Responsibilities:**

* Develop strategies and tactics to get the word out about our company
* Responsible for developing and implementing a local communication and digital marketing strategy for Poland, the Czech Republic, Romania and other emerging CEE markets based on the local market situation
* Deploy successful marketing campaigns for existing customers and leads and own their implementation from ideation to execution.
* Organise exhibitions.
* Experiment with a variety of channels like content creation, exhibition management, publicity, award application, lead generation campaigns, copywriting, performance analysis
* Support CEE Sales Team to identify networking opportunities and prepare presentations for network events.
* Produce valuable and engaging content for our website that attracts traffic.
* Build strategic relationships and partner with key industry players.
* Prepare and monitor the marketing budget and allocate funds wisely.
* Oversee and approve marketing material, from hard copy brochures to case studies and digital campaigns.
* Measure and report on the performance of marketing campaigns, gain insight and assess against goals.

**Requirements and skills:**

* Excellent written and verbal communication skills
* Fluent in English and Croatian. Other CEE languages are a plus.
* Demonstrable experience in marketing
* Demonstrable experience in setting up marketing campaigns that engage, educate and motivate.
* Strong copy writing skills
* Familiar with CRM/ERP systems

**What we offer:**

* A dynamic, open door environment
* A competitive compensation package
* Opportunities to follow internal and external training programs