

We are a young, dynamic Delft start-up, focused on providing protection without compromise through innovative body armour and impact protection products. Be it a martial artist fighting with heavy impact weapons or a hockey star on the field, a soldier serving in the military or an operator working heavy machinery on the factory floor, we are pioneering the protection technology to help these users effortlessly and safely carry out their tasks, and in style.

Currently we are working on bringing our first product, the ProGauntlet, a protective hand exoskeleton, to market. In the process, we are pushing the boundaries of not only impact protection technology in body armour, but also in smart-agile manufacturing in order to deliver high-quality customized products to users that 'fit like a glove'!

We are currently recruiting a:

Marketing Communications Specialist

part-time or full-time

The Marketing Communications Specialist will help us in our mission to successfully launch and promote products to market, manage customers' experience and establish our brand. For a start-up like us it is important that you are multi-skilled, hands-on and flexible, and do not shy away from related other activities.

Could this be you?

Job Overview

In this role you will report to the CEO. At the onset, this can either be a part time job focussing on external communications alone or it combines external communications with brand marketing and product marketing in a full-time job. The description following assumes the latter.

You will be developing the brand identity, a channel presence & communications strategy, managing in- and outbound communication channels, responding to customers' queries and comments through those channels, planning and organising our presence and making us shine at events, preparing press releases, developing products collateral, planning and driving product launch campaigns and monitoring their success, planning and distributing promotional material, etc.

Before our imminent product launch you will be managing expectations of Historic European Martial Arts enthusiasts and our international distribution partners and plan and run pre-sales campaigns with them, ultimately you will act as CrossGuard's voice to inform channel partners, impress customers and attract new clients.

Primary Responsibilities

- Develop the company brand image and communication style.
- Define which social media and communications channels we will use and in which target groups we'll present ourselves.
- Present our company and products & services on various media.
- Produce and manage marketing collateral and website content.
- Monitor company website and social media pages and address clients' queries.
- Craft and send regular news updates amongst our stakeholders and user communities.
- Participate in target communities and user groups to drive brand and products' awareness.
- Join social media groups and customer platforms to discuss products related topics.
- Plan and monitor the success of marketing campaigns.
- Coordinate the design and availability of promotional material.
- Promote the company and products during events.
- Gather customer feedback to inform product & service teams.
- Write press releases and plan interviews and press activity.

Skills and Qualifications

- BSc in Marketing, Communications, Public Relations or relevant field.
- Excellent verbal communications and writing skills.
- Fluent in Dutch and English.
- Good presentation skills.
- Proven work experience as a Marketing Communications Specialist, Marketing Manager or similar role.
- Familiarity with B2C and B2B communications.
- Experience with social media marketing.
- Hands-on experience with web content management tools, like WordPress.
- Proficiency in MS Office and/or G Suite.
- Knowledge of SEO and Google Analytics.

Preferred Qualifications

- Graphic design experience.
- Affinity with Armed Martial Arts, Field Hockey and/or sports in general.

Send your application, including CV and motivation letter to: recruitment@crossguard.eu.

For inquiries, you may contact: Youval Kuipers, +31648689306.

Note: Only personal replies by candidates will be considered.