

JOB POSITION MARKETING COMMUNICATIONS MANAGER

The Good Plastic Company is an international producer of sustainable surface materials made from 100% recycled and recyclable plastic under its-Polygood brand. Polygood panels are used to create modern-looking, environmentally conscious furniture and interior/exterior design elements. Each panel is made from a single type of recycled plastic, which can be easily recycled over and over again. In 2022, we delivered panels for 265 projects to clients including Nike, Samsung, Adidas, Karl Lagerfeld, De Bijenkorf, Lush, and well-known architects' studios such as MVRDV.

With over 60 team members across 4 locations and 2 manufacturing sites we work with clients all over the world, from Tokyo to San Francisco, introducing architects and designers to the distinctive benefits of recycled plastic and promoting sustainability.

As we continue to grow and become the leader in sustainable surface design materials, we are looking for a professional, enthusiastic and self-sufficient Marketing Communications Manager. This role requires creativity as well as analytical thinking. Your work will impact the financial KPIs of the company. You will be responsible for building the communication strategy for our brands and products, covering key messages and the content calendar, and for creating content. You will play a key role alongside the Director of Marketing in raising brand awareness.

Key responsibilities:

- Company communication strategy: key messages and creation of variants
- Writing and preparation of presentations, press releases, web site content, brochures, newsletters, editorials, and social media posts
- Collaborations with media outlets and journalists to generate publicity for our brands, products and initiatives in order to leverage our marketing budget and collateral
- Collaborations with key clients regarding press coverage and press releases about joint projects
- Selection and continuous cooperation with PR agencies in different regions around the globe
- Assisting with the planning and organisation of promotional and educational events for professional architects and designers
- Researching potential collaborations and opportunities to raise the company's profile in the media
- Seeking opportunities for partnerships, sponsorships and advertising
- Building and execution of promotional campaigns regarding company developments
- Managing digital marketing campaigns and activities

Requirements:

- Proven experience in copywriting, Public Relations or journalism, ideally in the field of design and architecture
- Written and oral communication to a high level of professionalism and language skill (English C1)
- Excellent organisational skills
- Strong project management skills and the ability to take ownership of tasks
- Deep understanding of the topic of sustainability
- Strong knowledge and experience in managing digital marketing, possibly with some graphic design skills (working alongside designers)
- Ability to balance priorities across multiple tasks and work to tight deadlines

What we offer:

- An opportunity to participate in complex marketing campaigns and be a key part of a growing business with global ambitions
- Experience in working for a sustainable brand in promoting positive environmental impact
- Cooperation with multinational teams and daily communication with foreign partners
- Remote working conditions (with some time at our facilities and travelling domestically and internationally expected)
- A competitive salary, commensurate with skills and experience
- 25 days of paid holiday per year, plus public holidays

Please note that we are only considering principal applicants and not agency applications. Please include an up-to-date CV and a cover letter that explains your suitability for and interest in the position. Candidates who do not provide a cover letter will not be considered.