

# **DIGITAL MARKETING MANAGER at SONIC EQUIPMENT**

Are you our new digital marketing superstar that will help realize our digital ambitions and accelerate our growth?

## **OUR DNA**

Sonic Equipment is the specialist in high-quality hand tools, filled toolboxes and premium storage solutions. Founded in 2004 and now a leading brand with sales in more than 65 countries worldwide. In addition to Automotive, Sonic is active in the Agriculture, Truck, Industry, Bicycles and Motorcycles sectors. Our goal is to provide the perfect solution for technical professionals, always with the right balance between design, quality and price. Inspiring technicians with confidence and enabling them to excel in their daily job with joy and satisfaction.

## **OUR TEAM**

Our brand and marketing team is responsible for building an international, leading brand for professional tools. It is our goal to become a recognized brand amongst our target audience and to make sure they know what Sonic stands for: a young, dynamic organization with qualitative and efficient solutions. A reliable partner with the drive to always go the extra mile for its customers.

Working in close cooperation with the brand and marketing team, you will target potential customers on various online channels to spread Sonic's story. You will be a key part of Sonic's growth engine and at the forefront of making the organisation increasingly successful. We are looking for a data-driven, seasoned digital professional that has experience with preparing and managing a multi-country digital marketing budget in a B2B or B2C organisation. You will oversee various digital marketing channels and have good knowledge and experience with online marketing tools and best practices. Our ideal candidate has an entrepreneurial mind-set with experience in building and expanding their digital team.

## **RESPONSIBILITIES**

As our digital marketing manager, we expect you to lead Sonic to the next phase of growth and development, by:

- Building your digital marketing team.
- Build, plan and implement a multi-country digital marketing strategy.
- Professionalizing digital marketing channels (SEO, SEA, Social advertising, Email).
- Further develop and improve our e-commerce channel.
- Implementing tooling to track and improve Sonic's performance on digital KPI's.
- Professionalize data and dashboarding.
- Manage digital partners.

## REQUIREMENTS

- 5+ years of relevant experience as a digital marketing manager, either in consultancy or with a brand.
- Experience in an international B2B and B2C setting, overseeing a multi-country digital marketing strategy.
- Good knowledge and experience with online marketing tools and best practices (Google Analytics, Tag Manager, Dashboarding, Marketing Automation).
- We are looking for a data-driven person who is result-oriented, with strong analytical and problem-solving skills.
- University master's degree in marketing, Digital technologies or similar relevant field.
- Start-up and/or scale-up experience is a plus.
- Experience in the Automotive or technical industry is a plus.

## BENEFITS

- Opportunities for personal growth and learning, every single day.
- A flat, laid-back culture. Everybody is encouraged to participate in discussions and contribute.
- High-trust environment. We believe in giving autonomy to all our employees.
- Competitive compensation package

Are you interested? Apply now by sending your resume to [sollicitaties@sonic-equipment.com](mailto:sollicitaties@sonic-equipment.com). If you have any question regarding this vacancy, you can contact Kishana Hoogeveen via +31 (0)299 748 138