

HD Hyundai Construction Equipment – Marketing Specialist Construction Equipment

We are looking for a **Marketing Specialist** to support the development and execution of marketing activities, including advertising campaigns, sponsorships, visual communications, merchandising, and internal marketing initiatives. This function will coordinate the external partnerships regarding output and making sure these are compliant to HD Hyundai Construction Equipment standards.

This role is critical in strengthening the organization's brand presence and driving sales growth. Working closely with the Marketing Manager, the focus will be on effectively promoting both new and existing product lines through engaging and impactful communication strategies. You will be the main stakeholder in many campaigns where external parties will deliver the right content under your supervision.

What can you expect from this challenging job?

Marketing Execution

Contribute to the delivery of marketing programs, providing support to ensure established objectives are met.

Manage the external development and implementation of smaller marketing campaigns and assist with larger campaign initiatives.

Content Creation and Communication

Make sure that the created content is in line with organizational guidelines for publication across various platforms.

Implement marketing communication campaigns across all media channels to support business goals and drive sales.

Dealer Support

Assist in onboarding new dealers and address routine inquiries from dealers and internal customers.

Manage the operator manual process, ensuring accurate and translated manuals are provided to support new machine sales.

Oversee the translation process for print and digital materials, collaborating with translation agencies to meet regional needs.

Brand Management

Ensure adherence to brand guidelines and templates to maintain consistency and protect the brand's integrity.

Market Insights and Competitor Analysis

Conduct basic market and competitor assessments, including data analysis and identification of potential opportunities and threats.

Reporting and Analytics

Extract, compile, and present data for standard reporting to provide insights into marketing performance.

External Partnerships

Prepare briefings and manage engagements with external consultants or contractors to support key projects, monitoring outcomes and suggesting improvements as needed.

Inventory Management

Perform inventory checks to ensure adequate availability and quality of marketing materials (e.g., storeroom supplies, dealer kits).

Are you the new colleague we are looking for?

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Proven experience in marketing coordination or a similar role.
- Strong written and verbal communication skills.
- Proficiency in content creation and familiarity with digital and traditional marketing platforms.
- Excellent organizational and project management skills.
- Ability to analyze data and generate actionable insights.
- Knowledge of brand management principles and adherence to brand guidelines.
- Competency in tools like Microsoft Office Suite (particularly Excel), and familiarity with design or content management tools is a plus.
- Creativity and attention to detail.
- Problem-solving and critical thinking abilities.

<https://www.hyundai-ce.eu/>