IBFD is the leading international provider of cross-border tax expertise. An independent, non-profit foundation, IBFD has a long-standing history in supporting and contributing to tax research and academic activities. IBFD utilizes a global network of tax experts to serve Fortune 500 companies, governments, universities, international consultancy firms and tax advisors. IBFD’s core business is research, publishing (online and print) and education in international taxation. All IBFD products are accessible through IBFD’s Tax Research Platform, the powerful online engine behind efficient tax information and research. Founded in 1938 and headquartered in Amsterdam, IBFD also has a local presence in important markets such as North America, Asia and China.

The Marketing Department is responsible for all of the IBFD’s marketing communications including e-mail campaigns, web marketing, search engine marketing, social media marketing, event marketing, client surveys and internal communication. In order to meet the demands of coordinating these activities and fill the resource gap due to long-term illness, we are looking to recruit the following for a period of one year with a possible extension:

**Senior Marketing Coordinator**

**Main responsibilities**

- Responsible for planning and implementing marketing promotions of a determined set of product-market combinations across all channels;
- Be inventive and innovative in exploring opportunities of marketing the IBFD’s products and services;
- Provide input in the annual strategic marketing plans and set up individual marketing promotion plans with KPI’s;
- Monitor, analyse and report on campaign results, responses and budgets across all tools and mediums;
- Excel in copywriting and communicating relevant messages and USP’s to segmented target audiences;
- Facilitate and provide input for and use market research and statistics to develop market knowledge.

**Salary & fringe benefits**

Depending on background and relevant work experience, we offer a salary between EUR 3,750 and 4,500 gross per month (37 hrs). Completed by an attractive package of fringe benefits, amongst others:

- Pension free of premium
- 8% holiday pay
- Flexibility with 5.44% Personal Budget (individual choice to buy up to 33 days paid holiday per year or end of year bonus)

**For more information, please contact:**
Sorrel Hidding, Head of Marketing via:
Email: S.Hidding@ibfd.org
Tel: +31-20 55 40 142

Send your resume together with a letter of motivation (in English) before 11 September 2020 to: Belinda Zuidinga, HR Advisor
Email: recruitment@ibfd.org

**Requirements**

- Excellent command of the English language;
- Proven experience of at least 7 years in a comparable business;
- Strong experience in digital marketing;
- Bachelor level of achievement in the work sphere;
- General knowledge of international tax issues is an advantage;
- Computer and CRM skills;
- This position is based in the Netherlands, so a valid Dutch work permit is required.