



Marketing Manager – DUAL Europe

Milan, January 2024

- **A great opportunity for someone looking for a global and varied role**
- **A high energy, friendly, fast-paced and entrepreneurial environment**
- **Full time, based in Milan, working collaboratively with colleagues in each of DUAL Europe's countries**

Role overview

This role reports into the Head of Marketing DUAL Europe supporting marketing and communication activities working collaboratively with colleagues in each of DUAL Europe's countries (Italy, Spain, Germany, Swiss, Austria, Benelux, Nordics, France).

You'll play a key role in delivering internal and external communications and marketing initiatives as well as helping new teams create local marketing toolkits.

It goes without saying that you will be a natural communicator with excellent creative and copywriting skills. You will already have experience of communicating using a range of channels, and at all levels of an organisation.

Role responsibilities

- Create marketing toolkits for new markets and manage campaigns to support their business objectives
- Proactively manage and maintain websites and social media pages as needed
- Ensure delivery of marketing activities within an agreed budget
- Deliver effective power point presentations
- Write and edit communications such as email campaigns, articles and news announcements
- Develop creative ideas and suggest new ways of delivering content including videos and graphics keeping up-to-date with the latest digital trends
- Provide regular structured and clear updates on project progress
- Ensure the DUAL brand is applied effectively and consistently across all communications
- Working with our internal and external design partners, you'll need the ability to write effective creative briefs
- We are a small team so you will be involved in all aspects of projects from admin tasks to delivering events.

Key requirements

- Proficiency in written and spoken English is a precondition. Other language skills (German, Spanish, French) would be preferred
- 3-5 years' experience in marketing and communications is essential
- Experience in insurance or financial services would be beneficial
- Degree in marketing would be beneficial
- Available to travel
- Excellent copywriting and proofreading skills
- Highly organised and capable of prioritising multiple projects and deadlines

- Experience of using a variety of digital communications channels
- Advanced skills in MS Office programmes
- Understanding of website management, including previous use of CMS and Google Analytics
- Experience in CRM (Salesforce) would be beneficial

What do we offer in return?

We offer all the usual rewards and benefits - including insurance coverages (Health care, Accident Insurance, LTC - Long-term care - TCM - Life Insurance policy in the event of death), Pension Fund, LSA - Long Service Award - a wide variety of wellbeing offers, competitive salary, ticket restaurant and Hybrid working.

What you might not expect is a job where everyone has a voice, where volunteering in the community is part of the day job, and where everyone is encouraged to play a part towards our sustainability goals. We want people who want to make a difference - not just in the workplace, but in the industry and in the wider community.

Our culture: People First

Our core values dictate how we live and work. We are a group with independence and people at its heart and we are a home for talent with a unique culture: the biggest small company in the world

The focus on being a People First business has always been at the very heart of the Group; our vision was to create an independent business with a unique culture and one that would survive and thrive as a business controlled by the people working for it. And finding the most talented and entrepreneurial people to join the Group has been and will continue to be key.

Diversity & Inclusion

At DUAL we consider our people our chief competitive advantage and as such we treat colleagues, candidates, clients, and business partners with equality, fairness and respect, regardless of their age, disability, race, religion or belief, gender, sexual orientation, marital status or family circumstances