

## Trixie – Content Marketeer

**Do you have a knack for storytelling and a talent for writing? Do you have a sharp eye for branding and attention to detail? Are you drawn to colourful products for babies and children? Then you might soon be joining our Trixie CROWD!**

*We are looking for a creative and language-savvy colleague to join our marketing team. Someone who not only writes engaging content but also ensures consistency and strengthens our tone of voice. You will create compelling content for both end consumers and retailers, making sure our brand story comes to life across all platforms.*

### Your tasks:

- **Content creation & copywriting:** You create engaging copy for advertisements and social media channels such as Instagram, Facebook, TikTok, LinkedIn, and Pinterest. You know exactly how to tailor each message to the target audience (end consumers vs. retailers).
- **Email marketing & press releases:** You write and edit compelling texts for mailings, press releases, and other external communication. Additionally, you independently set up simple mailings in Mailchimp.
- **Safeguarding and strengthening our *tone of voice*:** You ensure that all our communication remains consistent and perfectly aligned with our brand identity.
- **Coordinating translations:** You oversee translations in collaboration with external partners and AI tools.
- **Creating digital content & simple visuals:** Based on briefings, you produce landing pages, advertising statics, website banners, social media visuals, marketplace images, and more.

All of this is done in close collaboration with our **Digital Marketeer and TradeCom Manager** to create strong, audience-focused content that both inspires and converts.

### Your profile

- You have a **bachelor's or master's degree** in communication, marketing, journalism, or a related field.
- With your strong writing skills, you write flawlessly in **Dutch** and ideally also in **French**. Additionally, you have a good command of **English**.
- Branding and consistency come naturally to you – you know how to **safeguard and strengthen a tone of voice** across all communication.
- You are proficient in **PowerPoint, Excel, and Photoshop** and are eager to quickly familiarize yourself with tools such as **Mailchimp, Canva, Illustrator, InDesign**, and planning systems like **Jira, Trello, or Planner**.
- Your **creativity** goes hand in hand with a **structured approach**, allowing you to convey messages clearly and effectively manage external partners.
- **Proactivity** is in your DNA – you take initiative to elevate our content and communication to the next level.

Send us **some examples of your copywriting** (social media posts, blogs, ads, etc.) so we can get a feel for your writing style!

### We offer you

An **infinite playground** of opportunities!

- **Infinite growth:** develop your talents through trial and error within a growing organisation with an informal company culture.
- **Infinite impact:** enjoy plenty of freedom in your role and room for initiative, allowing you to actively shape the Trixie brand.
- **Infinite incentives:** in addition to a gross salary, you'll receive various extra-legal benefits and the option to take additional unpaid leave days.

A **warm, creative environment** where you can be yourself, surrounded by **energetic colleagues** who love sharing lunch and laughter.

A spot in Treehouse—**our brand-new, sustainable office building** (with the possibility of **remote work** after your onboarding period).

<https://www.trixie-baby.com/home>