

Yoni is looking for an

# Online Marketing Hero

Our future Online Marketing Hero might not be the Voice of Holland but definitely is the Voice of Yoni. You're the one to say this is "so Yoni", or not so much. Developing great content and turning it into an even better story is what makes your heart pound faster. One look at the website and your heart almost skips a beat because you just can't wait to start optimizing. (It's ok, we believe we have a CPR kit somewhere.) Together with the marketing team, you'll be responsible for the strategy behind our online and social endeavors. Post after post, you'll make sure that Yoni's message is what our followers are dreaming of at night.

How do you know if you're cut out for this? Our Online Marketing Hero is a pro-active, creative go-getter with a nose for unforgettable content. Your head is always overflowing with new ideas, yet somehow you manage to keep things (read: branding) consistent. You feel comfortable taking the lead and have experience in people and project management. However, you also know that you couldn't do your job without the help of your colleagues. Why we trust you to be the impersonation of Yoni? Because you are daring, unconventional and aware!

## Requirements:

- A finished bachelor's degree in Communication/Marketing/Digital media;
- At least 2-3 years of relevant working experience in online marketing or similar role;
- Strong affinity with producing content;
- Experience with project and/or people management;
- Experience on agency side would be awesome;
- Fluent in Dutch & English, speak French and we'll be blown away;
- Experience with the use of Photoshop and video-editing tools is a plus.

## Responsibilities:

- Coordinate online marketing projects (incl. social media advertising campaigns);
- Development of social media strategy;
- Managing the maintenance of the website and webshop;
- Develop in-depth content across online channels in line with Yoni's branding;
- The analysis and optimization of social media efforts;
- Optimize search and findability (SEO & SEA);
- Manage relationship with online partners and guide two interns (copywriter and visual creative)

## We'll pamper you

Yoni believes that every woman has the right to know what is in her tampons, pads and panty liners. Because the vagina is the most absorbing part of the body, we choose 100% organic cotton. No plastic, no perfume, no secrets. By breaking the silence around menstruation and by offering an alternative, we're here to revolutionize the industry!

Sounds like you? Working for Yoni tends to get dangerously fun. At our office at the Impact Hub, we'll make sure you'll get as much coffee, chocolate (Tony's!) and obviously as many menstrual products as you (or the ladies in your life) need. We handle our health, our colleagues and the environment with care. But sometimes we deliberately choose to be irresponsible. That's what we call Thursday afternoon drinks.

Send your CV and motivation to [info@yonicare.com](mailto:info@yonicare.com) before the 1st of January.

