AQM Group - Marketing Manager (Brussels)

Our Company

AQM Group is an international company and a fast-growing leading service provider for the fashion and textile industry. AQM is securing the supply chain of the major European brands and retailers, from the largest general retailers to the highest apparel luxury brands.

Through its network of seven branches in Asia and three main sales offices in France, Spain and Holland, AQM Group provides a full range of services to help its customers secure their supply chain. Delivering social and environmental audits, testing, training, quality control inspections and production follow up, we measure our customers’ performance against Corporate Social Responsibility (CSR) standards and ensure global best practice within their supply chain.

Thanks to our high quality service our customers supply chain is not only enhanced but sustainable.

Created in 2005 in France, AQM Group has become one of the leading companies in CSR services in Europe, especially for the fashion industry. Being the leader of Environmental factory audits, gives us the ambition to make AQM the number 1 in Europe of CSR Services within five years. And we need you to make this happen!

The opportunity

In order to support AQM growth we are looking for a Marketing Manager to be based in Belgium (Brussels). Reporting to the CEO, the Marketing Manager develops and executes the AQM marketing strategy and new customer acquisition campaigns (email, social, media and PR) in global markets. Your responsibilities include:

- **Branding**: you further improve AQM value proposition and its brand image/equity with all stakeholders
- Accordingly to AQM message, you make proposal on redefining our website content and design. You manage its development with vendors/colleagues
- Launch, monitor and evaluate communication initiatives on Social Media this includes brand awareness on AQM LinkedIn page. You make sure, in all communications, our templates are aligned with the AQM corporate identity and of high quality. You design and produce creative to support all marketing needs, and work with outside agencies if required
- Participate in defining and implementing a global event strategy working hand in hand with your internal stakeholders (CSR and Quality teams, Sales, etc.). You drive the organization of +/- 15 events per year (5 in north Europe, 5 in France and 5 in Spain).
- Seek, identify and propose additional marketing opportunities.
- **Other projects** may include working hand-in-hand with the HR department, implement the short and long-term strategy for Employer Branding.

Your mindset, experience and skills

At AQM, Professionalism is at the forefront of everything we do, you feel the same for yourself
You want to join a young team who truly believes in what they do: helping their customers to gain more credibility and integrity in the Management of their supply chain, to make them reliable business partners

You have an ability to develop a marketing strategy, and to execute it and you have a previous experience in a NGO and/or dealing with CSR projects

You hold a **BA in Marketing and you have 2-4 years’ experience** in Marketing
You are familiar with email marketing and major social media platforms and you demonstrate excellent communication and copywriting skills **with a highly engaging writing style**

You have a proven record of organizing and planning successful events such as trade shows, conferences, and industry events.

**You are a native either English/ Dutch/ Spanish speaker, this is a must;** an additional language such as French is a plus.

Contact us for more details and apply @ Florence.ravel@aqm-hk.com