

Marketing Communications Associate (Content Specialist)



INREV – the European Association for Investors in Non-Listed Real Estate Vehicles – is looking for a Marketing Communications Associate (Content Specialist) to write compelling and relevant content to increase awareness of services to members and to support the marketing and business development objectives of INREV.

You are a natural storyteller with excellent writing and editing skills and will be continually thinking of new ways to get as much mileage as possible out of the rich source of existing content and the new content that you will create.

About INREV

INREV is Europe's leading platform for sharing knowledge on the non-listed real estate industry. Our goal is to improve transparency, professionalism and best practice across the industry, making the non-listed real estate investment industry more accessible and attractive to investors. We are a highly active association and work for and with our members.

The INREV team is currently made up of 35 employees, with 31 in the Amsterdam office and 4 in the Brussels office. There is a strong sense of team motivation, collaboration and excitement. New team members will be expected to share in this, contributing ideas on setting high service standards, expanding knowledge and awareness of INREV, and increasing the association's competitiveness.

During a recent strategy day, the INREV team set out to describe below what it means to work at INREV:

- Entrepreneurial - We are creative, innovative and resourceful and think beyond borders to get the job done
- Leaders - We strive to achieve the best, get things done and make a lasting difference for our community
- Family - We work together as a team and with our members in a professional and caring manner
- Inclusive - We take pride in being an oasis of diversity
- Passionate - We are proud of who we are, what we do and how we do it

The role

The Marketing Communications Associate (Content Specialist) will create stories around our brand and products and services and be responsible for the writing, editing, production and publishing of communications content such as newsletters, promotional emails, nurturing campaigns, social media, blogs, website, and articles, with a focus on SEO and brand consistency. It will be your role to successfully communicate the benefits of membership and monitor and align messaging around industry trends and changing needs.

You will be responsible for the planning and organisation of the marketing and communication campaign calendar to make sure that all communication deadlines are met and that relevant content is sent out at the right time and to the right target audience.



This role requires excellent written, communication, organisational and inter-personal skills, as you will be coordinating and working with a wide range of stakeholders from different backgrounds.

Responsibilities include:

- Develop stories to promote INREV's product line and the benefits that membership offers, for articles, video scripts, presentations, by-lines, blogs and presentations
- Update and write content for the INREV website to ensure consistency, relevancy and to maximise visits and visibility (SEO)
- Write and manage production of newsletters, promotional emails, articles and social media
- Develop and execute communication plans and manage the campaign calendar in HubSpot.
- Further develop INREV's writing brand guidelines, ensure that these are fully up-to-date, adhered to and easy to implement

Team

The Marketing Communications Associate is part of INREV's marketing communications team but works with every department to ensure consistent messaging and strong brand consistency. You will report directly to the Director of Marketing and Communications and work very closely with the Marketing Associate and Brand Designer.

Skills

- A minimum of 2-3 years' experience in a communications role, preferably in the financial services, real estate investment industry.
- Excellent communication, organisational and interpersonal skills.
- A Bachelor's degree in Communication, Marketing or PR related subject
- Native English speaker or native equivalent English, written and spoken. Additional European languages a plus.
- Experience with content management systems, such as Drupal and Marketing Automation such as Hubspot.

We offer

- Become part of a leading European association that is representing, promoting and shaping a fast-paced and growing industry
- A young, energetic, multicultural and growing team
- Full time (40 hours a week) / annual leave of 25 days per year plus Dutch public holidays
- Based in Amsterdam. Overnight travel may be required. To start asap

Contact Details

Send cover letter and CV indicating your motivation, suitability, skills and experience relevant to this role to Jennifer van Vliet, Head of Operations jennifer.vanvliet@inrev.org



If you have any questions regarding this role, please contact Johlyn da Prato, Director of Marketing and Communications johlyn.daprato@inrev.org