

TOYOTA MOTOR MARKETING EUROPE

is looking for a Marketing Communications Manager

Introduction

Toyota Motor Marketing Europe (TMME) based in the Brussels head office, plays a key role in Toyota's success in Europe. We are continually looking for talented and motivated professionals to join our 1600 people of 52 nationalities.

Description

Purpose:

You manage the planning, development, production and co-ordination of pan European Marketing Communications materials for Toyota. You are responsible for Advertising (ATL) and Brochure/Magazine (BTL) areas. You achieve strategic and creative consistency of Toyota communication materials in line with overall Brand strategy.

Responsibilities:

- Together with your team (6) you manage business relationships with ATL / BTL Agencies.
- You are responsible for budget planning and setting with necessary approvals procedures. This includes Agency fees and Production budgets for ATL and BTL areas. You identify the communications materials needed, per model, per media responding to pan European business requirements and maximising link with NMSC plans.
- You are the Key person for Agencies on creative direction choices.
- You oversee necessary legal checks with European regulatory bodies.
- You work with the Brand strategy team and strategic research group on management of testing campaigns for ATL.
- You coordinate with TMC (Toyota Japan) for regional roll-out of global TV campaigns.

Your Profile

- You have a university degree and min 7 years of experience in Marketing communications, preferably within the automotive industry.
- You have strong project and people management skills.
- You have highly developed communication skills, written and oral.
- You are proficient in English. Knowledge of any other language is an asset.
- You have a flexible personality.

What we offer you

A challenging position in an advanced automotive environment, with many international contacts. Continuous improvement and personal development are stimulated. The salary is competitive and added with extra-legal benefits.

Contact

Send cover letter and CV to jobs@toyota.be