

NOTIFICATION OF TEMPORARY CIVILIAN
(Non- Appropriately Funded – LOCAL WAGE RATE)
JOB OPPORTUNITY



JOB TITLE: Marketing Representative
HQS/UNIT: JFC Brunssum / Base Support Group
/ Morale & Welfare (MWA)
DUTY LOCATION: Brunssum (NLD)
SALARY SCALE: NAF LWR 2 (Local Civilian Post)
CLOSING DATE: 7 April 2024

Post Context:

Joint Force Headquarters Brunssum is a deployable joint HQ capable to execute effective command and control over an assigned Joint Task Force. The Director of Management (DOM) is responsible to the Chief of Staff (COS) for integrating, coordinating and implementing services and activities to support, facilitate and contribute to the full JFHQ mission spectrum.

Base Support Group (BSG) is responsible for provision, management and co-ordination of all support services that ensure the effective operation of JFC HQ and supported entities. Also liaises with Host Nation (HN) authorities on all support matters.

The Family Support and Morale and Welfare Branch (within BSG) is responsible for the overall direction, management and co-ordination of international community, families and welfare support and the non-appropriated funds (NAF) generated activities (<https://www.jfcbrunssum.com>).

Considering the facilities and personnel provided by the HQ, the Marketing Representative works with the FSMW operations management team, to include all divisions with the organization to ensure that all sections are well advertised and promoted within the Tri-Border community. This position also ensures optimum efficiency in organization awareness.

The Marketing Representative will perform daily activities to keep the community up to date with the FSMW Branch events and the local and Tri-border events.

THE DUTIES OF MARKETING REPRESENTATIVE ARE:

- Responsible for branding and advertising community events, utilizing a variety of channels such as direct mail, email, media board and newsletters
- Devises marketing activities with the goal of increasing products and events awareness
- Works close with division managers and brainstorms new and creative marketing strategies
- Responsible for designing, building and maintaining the FSMW website, social media and share point pages and keeping them up to date with the weekly events and activities
- Executes local advertising plans consisting of print, radio, website and social media
- Maintains awareness of product availability and new products
- Handles client's products and services and assists customers with inquiries
- Coordinates with managers to create landing pages and optimize user experience

- Monitors competition and gathers current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques etc
- Recommends changes in products, services, new events and policy by evaluating results and competitive developments
- Resolves customer complaints by investigating problems, developing solutions, preparing reports and making recommendations to management
- Develops surveys and questionnaires' to gain insight into customers' demands
- Documents FSMW events and publicising as appropriate
- Seeks and coordinates sponsorship opportunities from local businesses
- Manages and develops the FSMW strategic events calendar
- Engages with the Tri-border MW community to collaborate and deconflict FSMW events
- Performs other duties as assigned

THE ESSENTIAL QUALIFICATIONS FOR THE POSITION ARE:

- Higher Secondary education
- Mandatory a professional command of the English language (will be tested during the interview process)
- Minimum one year experience in marketing, sales or similar environment
- Professional qualification in the area of Marketing, Business or Facility Management
- Working knowledge of general computer applications, in particular, MS Word and Excel

DESIRABLE QUALIFICATIONS ARE:

- Basic web design, content management, multimedia design or web development
- Experience in a multi-national environment
- Experience within a military environment
- Command of relevant language: 1st. Dutch, 2nd. German, 3rd. French

SUCCESSFUL CANDIDATE POSSESSES FOLLOWING PERSONAL ATRIBUTES:

- ✓ Highly developed sense of integrity and commitment to customer satisfaction
- ✓ Ability to communicate professionally, confidentially and effectively both verbally and in writing
- ✓ Strong communication skills, initiative to achieve goals and high energy level
- ✓ Able to work independently as well as part of a team
- ✓ Good planning and organizing skills to achieve business goals
- ✓ Very good commercial and cost awareness

REMARKS

Successful candidates may be subject to a security investigation by national authorities; minimum required is a so-called 'Certificate of incorporation' / 'Verklaring omtrent het gedrag'.

The successful candidate is required to obtain a BSN (burgerservicenummer) for tax purposes in accordance with the policy, LWR Regulations Article 5.

Please note that NAF LWR vacancies are in the first place meant to be filled by local NATO community member's dependants (HQ JFC Brunssum, NCI Agency, International School, NAPMA, US AG and NAEWF E-3A Geilenkirchen).

Others, on condition that they are a national of one of the 31 NATO member countries, may apply, however will only be considered if no qualified local NATO community members are available of which applications of serving HQ JFC Brunssum NAF LWR Staff will be reviewed first. Serving NAF LWR Staff are also invited to apply in case interested in a development plan towards a Marketing Representative post.

APPLICATION PROCESS:

Applicants have to complete the Application Form NAF LWR.

Completed official Application Forms quoting the post title should reach the Civilian Personnel Branch at recruitment@jfcbs.nato.int not later than the closing date (**Sunday 7 April 2024**).

For the completion of the Application Form please note:

- Application Forms in the initial phase of recruitment are acceptable as softcopies only (no signature required).
- A maximum of 2 pages plain paper (A4) may be added to the official Application Form in case, for certain items, more space is required.
- Copies of relevant diploma's/certificates are not to be forwarded until requested. Please note that, once diploma's/certificates will be requested, any such documents, other than in the English, Dutch or German language, should be translated into English and if possible attached as a certified translation. It should be noted that an official institution may assess value and validity of diploma's and certificates.
- In case of multiple applications within the same organization, applicants should send separate applications for each post. On each application they have to refer to the Title of the post(s) in which they are interested and have applied for, listing them in order of their preference.

Only the applications, which are completed in accordance with the above instructions will be taken into consideration.

The selected candidate will be offered a definite duration contract for a period of 12 months including a probationary period of 1 month.

The contracted number of hours a month will be minimum 10.

The gross hourly wage will be 16,65 euro (all entitlements e.g. annual leave included) in line with NAF LWR grade 2.

Point of contact for all job related questions is

MSgt Alaina Baldowski (alaina.baldowski@jfcbs.nato.int) tel: 0031 45 526 2503