

Marketing Specialist B2B

Location:
Aarhus

Contact person:
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Deadline:

Are you our new
Marketing Specialist B2B?

WHITEAWAY GROUP

Do you get excited when you hear the words *branding, results, and targeted content*?

Then you might be the strategic Marketing Specialist we are looking for!

In this role, you are not only leading and supporting our B2B marketing initiatives, but you will also play a key role in shaping and strengthening our brand presence while executing targeted marketing activities for our B2B clients across Denmark.

Does this sound like the next step in your career?

How you will make a difference:

In this newly established role, you'll have the unique opportunity to shape the way we approach B2B marketing. From building processes from the ground up to driving impactful campaigns and strengthening our brand presence, you'll play a central role in accelerating our growth and making a lasting impact across the Danish market.

This includes:

- **Shaping new processes:** You will be responsible for establishing fresh processes and building strong relationships with key internal stakeholders.
- **Developing strong brands:** Developing our B2B brands and manage B2B marketing campaigns and activities in strong collaboration with stakeholders.
- **Creating targeted content:** Creating compelling B2B-specific content and campaigns that drive business growth in Denmark.
- **Developing our private label brands:** Developing and executing on marketing initiatives for our private label brand Frigor and other smaller brands.
- **Collaborating on execution:** Providing clear briefs for the Design and Media teams to support campaign implementation, ensuring consistency and strategic alignment.
- **Driving campaign performance:** Overseeing campaign execution from launch to follow-up, ensuring clear, results-driven calls to action and measurable outcomes.
- **Ensuring brand cohesion:** Delivering content across owned channels that maintain a cohesive brand experience and foster engagement at every touchpoint.

Let's talk about you

You are a passionate project manager with a talent for collaboration, thorough planning, and a sharp eye for detail. You are proactive by nature, thriving in productive dialogue and work confidently with internal stakeholders, including our B2B teams, the commercial team, and our Design and Media departments. You are fluent in both Danish and English and can communicate clearly across teams and contexts. You hold a bachelor's degree in marketing or a related field and bring 3–5 years of hands-on B2B marketing experience, ideally from the retail or e-commerce sector.

The team you will joining

- At our core, we are a dynamic, ambitious, and collaborative team that believes in balancing high performance with having fun along the way.

- You will be part of an informal work environment with short decision-making processes, where your ideas can quickly turn into action. We offer real opportunities for professional development and the freedom to shape your role as you grow with us.
- Our culture is built on trust, giving you the flexibility to plan your day and maintain a healthy work-life balance.
- On top of that, you will enjoy a range of attractive workplace benefits, including flexible working hours, healthcare, a lunch scheme, gym access, and a vibrant staff association.

About Whiteaway Group

Whiteaway Group is a leading distributor of household appliances across Scandinavia, renowned for delivering exceptional customer experiences. With an innovative, digital-first approach, we continue to drive industry change and maintain our position at the forefront of the market.

As part of our Group Marketing department, you will join a dynamic team of 25 professionals dedicated to planning, executing, and evaluating impactful campaigns and content across both paid and owned channels. Our mission is to create relevant, compelling content that resonates with both our B2C and growing B2B client base.

This newly created position offers you the unique opportunity to shape your role from the ground up. You will oversee and coordinate the development of our B2B brands and private label brand Frigor, collaborating with internal stakeholders to lead and execute campaigns and content strategies that drive business growth within the Danish market.

Application process:

We screen and interview on an ongoing basis, so we encourage you to apply as soon as possible. Please note that applications are only accepted through the "Apply" button.

Starting date: As soon as possible.

This is a full-time, permanent position.

If you have any questions, please contact Marketing Manager, Mette Mackrill Andersen at mea@whiteawaygroup.com.