

"Are you ready to put Polyscope and our solutions in the spotlight at the center of a fast-changing global marketplace?"



Are you an ambitious, visionary, internationally minded Marketing & Communication specialist looking for a new challenge? Then don't miss this chance to help position Polyscope within the field of specialty polymers as we deliver world-class, futureproof solutions to customers and markets around the globe.

Introducing Polyscope Polymers

Founded in 2006 and headquartered in **Geleen**, the Netherlands, Polyscope is a young, entrepreneurial and highly innovative global market player in specialty polymers. We're the global leader in the research, development production and supply of styrene maleic anhydride (SMA) copolymers, terpolymers and SMA-based derivatives – also known as the fundamental building blocks of countless chemical processes and solutions.

Our solutions add value to customers across multiple industry sectors – from coatings & inks to fields such as electronics, paper, packaging, optical display and automotive. We serve these markets with a full spectrum of base resins, compounds, solutions and derivatives, which we chemically modify to meet the specific needs of our customers. Our products are developed at Polyscope's state-of-the-art production facilities around the world, and then distributed by our local sales offices in Asia and the USA under the trade names Xiran®, Xibond®, Xiloy™, Xicare™ and SMALP.

As a **growing company**, our business is constantly evolving as we work toward our mission to help our clients today with the challenges of tomorrow. We launched a new business unit, Orbiscope, to support our development of high-impact, sustainable innovations for emerging high-end markets linked to global megatrends. Our **current ambition?** To accelerate our transformation to become a sustainable specialty chemicals player and the global leader in strategic markets via game-changing partnerships and innovations.

Your future role

To realize our ambition, we're looking for a

Marketing & Communication Specialist

Fresh thinking – Doing things differently

You'll be responsible for the global positioning of Polyscope and our strategic business market segments. The vital work you do will help us attract, engage and retain world-class customers, leading business partners and talented employees. Your focus will be on defining our Marketing & Communication strategy and objectives, and then implementing this in a hands-on way by connecting with stakeholders around the world.

As a member of the Human Capital Center team, you'll work closely with a diverse range of colleagues, as well as with our other business units and departments and our external business partners.

Your responsibilities and activities

Overall responsibility:

- Translating Polyscope's strategy and ambition into the corporate Marketing & Communication plan, including budgeting and managing expenses
- Taking a hands-on role to implement and safeguard corporate alignment across the organization, working hard to ensure employees are committed and follow corporate Marketing & Communication guidelines globally
- Generating market and business intelligence insights from key sources such as the Polyscope website and event analytics
- Managing key Marketing & Communication operations and tools
- Enhancing brand management on a corporate, business, product level, as well employer branding

Global positioning of Polyscope internal/external) to attract and retain customers, business partners and employees:

- Co-creating and implementing corporate identity, including Marketing & Communication events, content and tools
- Managing internal and external communications

Global positioning of strategic business market segment, including our value propositions and business models, to attract and retain leading customers and business partners:

- Securing Marketing & Communication intelligence to help our Business teams define and execute their strategic plans
- Developing and implementing related Marketing & Communication campaigns and tools
- Defining target customers and/or business partner groups, with the use of marketing inbound and outbound marketing tools
- Supporting the development of value propositions and messaging for existing and new products, including Sales & Marketing tools to communicate this message to target customers globally
- Organizing and attending leading industry exhibitions, including developing engagement plans before during and after events and executing plans in coordination with Polyscope's Business Market Segment teams

What you can expect from us

- A competitive salary (based on education and experience), plus bonus package
- 25 days holiday with the option to buy extra
- An attractive pension plan and training/education opportunities
- The support to independently fulfill your position, develop yourself and achieve results
- A challenging, dynamic, informal working environment that offers flexibility, freedom and individual responsibility, together with first-class career development opportunities

What we're looking for

Your education, knowledge and experience:

- o Minimum bachelor's level education and at least three years' experience within a mid-size B2B environment (100–300 employees), preferably within the chemicals or plastics industries
- o A good understanding of Marketing & Communication activities in a chemical production environment
- o Ability to develop and write a Marketing & Communication plan based on the corporate and business strategy
- o Excellent knowledge of English and at least one other European language
- o Excellent project management and planning skills
- o Experience deploying a good marketing mix (both online and offline) to communicate effectively with target groups internally and externally
- o A proven track record in setting up and rolling out effective, target-driven campaigns

Your personality and competences:

- o Authentic – personality-driven – we feel like we already know you
- o Able to express yourself and present Polyscope in a fresh way that separates you from the pack
- o Communicator – curious – connector – co-creator – catalyst
- o A natural drive to be successful, and make others successful
- o Self-starter and hands-on attitude

How to apply

Please submit your application in English (CV and motivation letter) **before November 8** to Saskia Keydener at our Human Capital Center: skeydener@polyscope.eu.

Because we know you like a challenge, your application process may include an assessment or assignment.