

# GLOBAL DIGITAL MARKETING COORDINATOR FOR AVK HOLDING A/S

Would you like to influence the digital AVK customer experience? We invite you into a global organisation focusing on growth, continuity and innovation where you will get the opportunity for personal and professional development.

## Defining our digital touchpoints

At AVK, we focus on giving our customers a great experience with our brand, also digitally. Therefore, we invite you to become part of our global team to further develop our digital solution including our customer-oriented websites.

We have 45 sites in 35 languages on our platform and you will play a pivotal role in supporting and developing these. Furthermore, you will help define our journey across channels.

## Be responsible for supporting us worldwide

You will take an active role in the support of all our websites, including imagery and authoring. You will help define and further develop the relevant channel mix.

Your main responsibilities will be to:

- Manage, coordinate and assist the development of websites on the platform and their presence across channels
- Teach best practices to content editors around the world which includes ongoing guidance and support
- Gather input from the organisation as well as monitor and evaluate performance to further develop our digital presence and initiatives
- Support the creation of target group focused, as well as SEO optimised content, based on data insights and input from the organisation
- Support the alignment of content across our different channels
- Actively take part in activities that will move us towards a higher degree of marketing automation and personalization

You will play a key role in our digital team in close cooperation with our Global Digital Manager and our Web Developer.

## Expand your knowledge

We are ready to offer you necessary training in our

content management software, Sitecore, if you are not yet experienced. Apart from listed responsibilities, you will have a significant say in defining your own role in the team.

## Colleagues all over the world

You will be a part of the Sales Excellence & Marketing Support team. We work closely together with Group IT and Service departments to support the 100+ companies in the AVK Group.

## ... and what do we expect?

You have a background in Digital Marketing or similar and have worked with website development and maintenance as well as Google Analytics, Google Tag Manager and Google Ads. You enjoy working in an international environment with colleagues around the world. You take responsibility and do not hesitate to pro-actively seek knowledge as well as help out when and where needed. You have good project management skills and have a structured way of approaching your tasks.

In addition, you have:

- Experience with SEO & SEM including PPC
- Experience with CMS (experience with Sitecore 9.x is an advantage)
- Great communication skills and master both Danish & English fluently in speech and writing
- Worked with Google Analytics, Google Tag Manager, Google Ads and Search Console
- Experience with marketing automation and personalization would be an advantage.

## Apply now

If you have any questions about the position, please contact Group Sales Excellence and Marketing Director Anne Mette Kjær +45 2012 8350.

We are hiring now and will continuously review applications, so don't wait. Send your application and CV already today to [amk@avk.dk](mailto:amk@avk.dk).



## About AVK

AVK's core business area is the development and production of valves, hydrants and accessories.

Our products are part of vital infrastructure for clean drinking water, safe distribution of natural gas, efficient wastewater management from households and industry, and not least fire protection.

The AVK Group is family-owned and has headquarters in Galten between Aarhus and Silkeborg.

With a turnover of DKK 6,4 billion in 2021 and more than 4,500 employees divided into 100+ production and sales companies worldwide, AVK is a very significant player in our industry.

Quality, continuity and close relationships form the basis of our goal of being our customers' preferred choice.

[www.avkvalves.com](http://www.avkvalves.com)

