

UTRECHT | EINDHOVEN | 28 - 36 uur

Apply now for

MARKETING & COMMUNICATION MANAGER

and step into an impactful role within our team!

Why Primevest & Holland Immo Group?

Our shared vision is to *empower financial futures, enriching our living world*. Join us in delivering innovative Real Asset investment solutions that shape the cities of tomorrow and create sustainable financial value for both institutional and private investors. **Primevest Capital Partners** focuses on institutional investors and is Europe's leading investment manager in Parking & Mobility, Residential, and Communication Infrastructure (CIF). **Holland Immo Group** serves private investors and ranks among the top-3 Dutch real estate investment managers, specializing in Parking & Mobility, Senior & Care Living and Urban Living.

Why join us?

- Be part of an ambitious, collaborative team and work in vibrant new offices located in Utrecht (near Central Station) and Eindhoven (at Flight Forum);
- Thrive in an open, inspiring, informal working environment where you can truly make an impact;
- Experience our commitment to be a 'great place to work', prioritizing employee satisfaction and fostering an inclusive culture of growth and well-being;
- Access professional and personal development through a variety of courses and training programs;
- Enjoy a flexible working environment, including options to work from home;
- Benefit from competitive compensation, secondary employment conditions, and travel allowance.





Your profile and responsibilities

- **Education:** A completed HBO/WO degree in marketing, communication, or a related field.
- **Experience:** At least 5 years of experience in a leading marketing communication role, preferably in the real estate industry.
- **Strategic and Operational:** Skilled in developing long-term marketing strategies and translating them into tactics and actionable steps.
- **Customer-centric:** Adept at fostering a customer-centric mindset, inspiring teams to embed it into their daily operations, and translating it into measurable business actions.
- **Corporate Branding & Communications:** Expert in brand management and proven ability to define effective content strategies in collaboration with corporate communications and PR specialist, including website content, social storytelling, blogs, articles, white papers, thought leadership content and internal communication. Furthermore, you are skilled in organizing B2B events and fairs, including industry-leading gatherings such as Provada, EXPO Real, and MIPIM.
- **Digital marketing & CRM:** Proficient in CRM and e-mailmarketing to improve lead generation and enrich customer data, affinity with digital marketing (and tooling) is a plus, and driven by curiosity about leveraging AI to enhance efficiency and effectiveness in your work.
- **Commercial and Communicative:** Strong commercial and communication skills. Fluent in Dutch and English, with German considered a valuable asset.
- **Data-driven and analytical:** You have an analytical mindset and are able to translate (customer research) data into actionable insights to make informed decisions and optimize campaigns.
- **Team player:** Thrives both independently and as part of a team, with a proven ability to motivate colleagues and external stakeholders.
- **Networking:** Experience in building and maintaining relationships.
- **Energetic and representative:** You have an energetic and professional presence that enhances the company's image, both internally and externally.

Introducing your team and work environment

You will lead our centralized marketing team, supporting both our investment labels, 'Primevest' and 'Holland Immo Group.' In this role, you will report directly to the CEO and collaborate closely with key colleagues across Investor Relations, Fund Management, Design & Content Marketing, Digital Marketing, and Corporate Communication & PR (external). Based in our vibrant offices in Utrecht and Eindhoven (split 50/50) and sometimes our Berlin office, you'll work alongside a team of 65 ambitious professionals.

Enthusiastic about this opportunity?

Please send your motivation and your CV to babette.hendrikse@primevestcp.com

If you have any other questions regarding the job please contact: **Gaston Hupkens**,
Head of Operations, gaston.hupkens@primevestcp.com / +31(0) 6 51 96 05 35.

What's next...

1. After you apply, you will receive a confirmation e-mail.
2. Within 5 working days we will respond.
3. If we believe there's a match, you'll be invited for one or more interviews.
4. When we are both enthusiastic, we send you a job proposal.
5. After signing, you'll get a warm welcome from our international team!

More about us

Primevest is a pan-European fully independent investment management partner, specialized in robust and innovative investment strategies in real assets. Our extensive network and profound expertise span across various domains, including parking & mobility, communication infrastructure and (health care) residential.

We believe that investing in mobility, connectivity and urban living prepares cities for the future, while empowering our clients to build a sustainable financial future for themselves and next generations.

Through two investment labels, 'Primevest Capital Partners' and 'Holland Immo Group' we are able to service institutional mandates as well as private clients and family offices.

Currently, we manage over € 3 billion in assets spread across a high-performing investment portfolio consisting of 31 active funds.

Our activities at a glance

- Europe's leading car park investment manager
- First mover in Communication and Infrastructure
- Proven track record in the (health care) residential sector

Facts & figures

- Active in 12 European countries
- € 3.2 billion AuM
- 31 active funds
- 3 offices in Utrecht, Eindhoven and Berlin
- International team of 65 professionals

Investing in the future of our cities