

Is your future 'in water'?

Then you might be the colleague we are looking for!

To strengthen our Marketing & Communications team, we are looking for a:

Content & Communication Specialist (English-first | B2B | Maritime)

32-40 hours, Schiedam NL

What will you do?

You are responsible for translating Hatlenboer-Water's expertise into clear, relevant, and high-quality content that contributes to trust, visibility, and commercial growth.

- You develop and create high-quality content such as website pages, articles, customer cases, brochures, whitepapers, and newsletters, based on the content strategy, with a strong focus on quality and relevance.
- You translate technical knowledge and customer needs into understandable and valuable insights for our target audiences.
- You interview internal experts and customers to gather knowledge and turn it into compelling stories.
- You manage and safeguard the content planning and ensure consistency across all channels and markets.
- You guard tone of voice, messaging, and the overall quality of our communications.
- You actively manage our channels and repurpose content across different formats and platforms (website, social media, email) to maximize impact.
- You support the online visibility of our content by identifying relevant topics and keywords and integrating them into content.
- You monitor and evaluate content performance and use insights to continuously improve impact, relevance, and effectiveness.
- You contribute actively to strengthening our position as a trusted knowledge partner within the maritime and offshore sector.

Additional responsibilities

- You take the lead in organizing and communicating around international trade shows and events.
- You coordinate with external agencies for specific content or PR activities.

Who are you?

- You have a Bachelor's degree (HBO level), preferably in marketing, communications, or journalism.
- You have several years of experience in a similar role, preferably in a B2B environment.
- You are a strong writer in English (primary language) and Dutch, capable of creating clear, professional, and persuasive content for an international audience.
- You are familiar with digital channels and understand how content contributes to visibility and discoverability. You have basic knowledge of SEO, GEO, Google Analytics, and Search Console.
- Experience with video is a plus.
- Experience with HubSpot is a plus.
- You work in a structured way and are able to independently manage and execute a content plan.

- You are proactive, independent, and take ownership of your work.
- You are interested in and motivated to learn more about the maritime sector.

What do we offer?

- A challenging role with international contacts at a well-established company, including a solid onboarding program.
- A workplace in Schiedam, right next to the Nieuwe Maas, where you will regularly see our customers sailing by.
- Training and personal development opportunities, externally and/or through the Hatlenboer-Water Academy.

Our company

Hatenboer-Water BV, based in Schiedam, has been "fresh in water" since 1906. What started as a supplier of drinking water to seagoing vessels has grown into an internationally operating company in water treatment, with reverse osmosis as a key pillar of our organization.

How we are organized

With approximately 90 enthusiastic employees in Schiedam and offices in Aberdeen, Dubai, Hamburg, Houston, and Singapore, we deliver high-quality technical solutions, services, and products. Worldwide, more than 5,000 of our installations are in operation. Engineering, R&D, production, marketing, and sales are all managed in-house, supported by and in collaboration with various partners where needed.

What you can expect

- A competitive salary with excellent secondary benefit
- 25 holiday days
- A 2% flexible benefits budget (choice between extra salary, holiday days, or pension contributions)
- An open culture and an enthusiastic team
- A solid pension scheme and additional insurances, including WGA disability insurance
- Flexible working arrangements with a hybrid balance between home and office
- The surprisingly diverse world of water!

Interested?

If you are interested in this position, please send your motivation letter and CV to

Thulsi Fatingan, HR Officer at: hrm@hatenboer-water.com.

For questions about the role, please contact **Carolien Graafsma, Marketing Manager**. Both can be reached via phone: **+31 (0)10 409 12 00**.