

## MARKETING MANAGER

**Rail Baltica** is the largest Baltic transport infrastructure project that will create the North – East economic corridor. It will be an electrified, high speed railway line with modern infrastructure for passenger and freight services, ensuring environmentally friendly and fast transportation from Tallinn to the Lithuanian-Polish border. Rail Baltica will connect the Baltic States with Central and Western Europe. The project is largely co-financed by the European Union. It has to be well-governed, with clear financial flows and procurement systems.

The three Baltic States' joint venture - **RB Rail AS**, was established in October 2014 and is registered in Latvia. The joint venture's shares are equally held by SIA Eiropas Dzelzceļa Līnijas in Latvia, UAB Rail Baltica Statyba in Lithuania and OU Rail Baltic Estonia in Estonia.

RB Rail AS main business is the design, construction and marketing of the railway. It acts as the main coordinator of the project. Developing the Rail Baltica project, the joint venture team is looking for a **Marketing Manager**.

### RESPONSIBILITIES

- Developing the company's marketing approach and business plan in terms of brand development and awareness
- Engaging with a wide variety of interested parties to create marketing partnerships
- Promoting the route using industry fairs and/or exhibitions
- Overseeing the early product development and prototyping for freight and passenger mobility
- Managing and developing client attraction and engagement strategies
- Gauging future customers' expectations including pricing structures
- Conducting market research to best assess the competitive landscape
- Managing the value proposition formulation and development

### PROFILE

- Bachelor's degree qualification in Marketing, Business Management, Strategy or similar relevant subject
- At least 10 years' experience in marketing, ideally for a large-scale infrastructure or railway project
- Awareness of intermodal transfers, with experience of the added value of connecting infrastructure to real estate
- Experience of drafting tender documentation for a brand and marketing tender and the follow up delivery of that strategy with the tender partner
- Experience of bringing new services or products through launch and delivery
- Fluent in English, and ideally a Baltic language
- Creative, with excellent networking, persuasion and negotiating skills
- The right to live and work in the EU

### APPLICATION PROCESS

To apply, please send your CV to [europe@linumconsult.com](mailto:europe@linumconsult.com) for the attention of Francis Ryan, with a covering letter outlining your experience as per the job description and your current financial package and notice period.



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