

MARKETING AND BRANDING EXPERT

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 must be well-governed, with clear financial flows and procurement systems. RB Rail AS is looking for a new enthusiastic **COLLEAGUE** to join our growing team in a position of **MARKETING AND BRANDING EXPERT**.

Our ambition is to plan, monitor and control the delivery the new best-in-class, innovative, environmentally friendly railway infrastructure with cost competitive technical solution in the region to improve the long-term well-being of the society of the Baltic States and European community. We plan, develop and manage all technical aspects of entire Rail Baltica project to achieve cross-border interoperability. RB Rail AS is the three Baltic States' joint venture, it was established in October 2014 and is registered in Latvia. Main business of the joint venture is the design, construction and marketing of the railway. RB Rail AS acts as a main coordinator of the project.

JOB PURPOSE

The position shall enforce the marketing function of Rail Baltica Global Project with a significant role in Marketing Strategy implementation and subsequent development. The role will be connected to areas such as B2B marketing, Partner Relationship Management, Marketing Research, Marketing Procurement, Transport Marketing, Long Term business planning, and Product Development with the end scope being the successful commercialisation of Rail Baltica's infrastructure and promotion of the consequently created Economic Corridor. Main purpose of the role is to support the marketing component within Strategy and Development Department's broader objectives in close interdependencies with Transport Economics, Digitalisation – Innovation, and Communication.

RESPONSIBILITIES

- Provides support and project coordination for Rail Baltica Global Project Marketing activities under the Department's responsibility, including but not limited to deploying and implementing marketing activities, based on the Rail Baltica Global Project Marketing Strategy, business stakeholders and suppliers relationship management, and market development
- Collaborates closely with Communication department and provides marketing input to support development of key messages in Marketing Communication and PR addressing the supplier market, stakeholders, and future commercial partners
- Owns and manages Rail Baltica's market research initiatives, via own channels and results analysis. Supports Rail Baltica's initiatives in organising seminars, workshops and exhibition participation in remote online format as well as on premises
- Liaises with key organizations where Rail Baltica is a member (including UIC and CER) regarding but not limited to consultations and joint initiatives aimed at raising Rail Baltica's profile and reputation within the industry
- Closely collaborates with Marketing Manager and other team members' proactive engagement and long-term relationship development with potential operators, freight owners, terminal developers/operators, railway undertakings, collaborative early product and business case development, and other similar activities
- Coordinates in close collaboration with Marketing Manager all factual marketing activities under the Department's responsibility with the purpose to insure a successful commercialization of Rail Baltica Global Project

REQUIREMENTS

- Bachelor's degree in marketing, or business administration, or relevant practical experience in marketing. Master's degree will be considered as an advantage
- At least 3 years of professional experience in a position involving marketing and branding, project management, product development, reporting and task coordination, B2B marketing and value proposition development. The following experiences are particularly desirable and will be viewed as an advantage: transport marketing, marketing research
- Experience in activity-based budget planning and supervision
- Strong understanding of multi annual strategic marketing planning and implementation. Fluency in English as the primary working language (both written and spoken, at least CEFR language proficiency level C1)
- Strong communication skills and willingness to work in a closely collaborative team environment. High ethical standards, integrity, and an impeccable reputation
- Commitment to excellence and continuous improvement

OFFICE LOCATION

Located in Riga, Latvia.

SALARY

Starting from 2200 EUR (before taxes).

APPLICATION PROCESS

If you are willing to be a part of the challenging and unique project, and your experience and personality match the position's requirements, please, send your CV and motivation letter in English with the subject "MARKETING AND BRANDING EXPERT" to RB Rail AS to job@railbaltica.org.

By submitting this application (CV, motivation letter, etc) the applicant provides the authorisation for the processing of personal data by RB Rail AS ("Controller"). The personal data indicated in the application documents will be processed for the purposes of the recruitment and hiring processes only as is legally permissible under Art. 6(1)(f) of Regulation (EU) 2016/679 (General Data Protection Regulation)



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