
Marketing & Communication Manager

August 2021

Marketing & Communication Manager

DIF Capital Partners

DIF Capital Partners (“DIF”) is a leading global private markets fund manager headquartered in Schiphol, the Netherlands. DIF has EUR 9.0 billion assets under management, which it manages on behalf of institutional investors from across the globe. These funds are invested in high-quality infrastructure projects and businesses including public private partnerships, (renewable) energy, utilities, telecom and transportation assets in Europe, the Americas and Australasia. In addition, DIF is in the process of raising credit funds targeting infrastructure debt and private debt. DIF aims to further grow its assets under management across multiple alternative products.

Team profile

The DIF team across 9 offices worldwide consists of over 160 professionals working on a variety of disciplines, mainly fundraising, investments, finance / accounting and asset management. DIF’s Amsterdam office has over 60 employees and is located in the WTC at Schiphol whereas the other offices are located in Frankfurt, London, Luxembourg, Madrid, Paris, Santiago de Chile, Sydney and Toronto. A tenth office is being opened in New York shortly.

Wish to learn more about DIF? Please visit our website www.dif.eu to read about our history, investments and culture.

Job description

The Marketing & Communication Manager will be responsible for all global marketing and communication activities within DIF. An important part of the role is to further drive the branding and positioning of the company. Following a period of strong growth, additional emphasis on strengthening our corporate identity is key, including addressing topics such as diversity, investing responsibly, compliance, sustainability and being a global employer of choice. Moreover, with over 160 employees and 10 offices around the world, internal communication requires pro-activity, adaptive performance and coordination to keep pace with how the organisation develops. As such, internal and external communication is an increasingly important and ongoing topic.

With many internal and external stakeholders (existing and future employees across 10 offices, investment partners, investors in our funds) involved, you are going to be in lead to streamline different ideas and put them into action. This means being responsible for optimising the DIF brand, organising events, social media campaigns and coordinating external parties e.g. copywriters, video producers and marketing agencies. To be successful in this role, you will need to demonstrate the ability to work independently with many different people and cultures around the world and as such have excellent interpersonal skills, be proactive and have a hands-on mentality. You will be part of the Investor Relations & Business Development team at DIF which will comprise 10 professionals as of September.

The Marketing & Communication Manager will:

- Lead DIF’s global marketing and communication activities;
- Develop DIF’s marketing & communication strategy;
- Develop a corporate marketing calendar;
- Develop and maintain the cooperate identity of DIF throughout internal & external communication channels;
- Coordinate and implement an employer branding strategy (if and where needed, liaising with an external marketing agency and the relevant teams within DIF);
- Manage our online channels (website and social media);
- Provide and develop branding material;
- Coordinate third-party communication service providers (copywriters, marketing agencies, event agencies);
- Manage and (where necessary) provide content to DIF’s intranet;
- Coordinate all internal communication;
- Support in planning and implementing external and internal DIF events (such as webinars and conferences); and
- Support in drafting of press releases.

Qualifications

At DIF we have a diverse, inclusive and inspiring working environment for all employees. We work hard to create a fulfilling working environment enabling personal fulfilment and development. We encourage an inclusive culture where people can be themselves,

are valued for their strengths and are empowered to be the best they can be. As a global organisation with an increasingly mobile and flexible workforce, we also support different ways of working offering flexible working arrangements. DIF offers career progression locally and internationally, and takes pride in recruiting the best in class. This is a unique opportunity to join an ambitious team in leading global organisation.

The ideal professional must have:

- University master's degree, preferably in Communication Science;
- 5 - 10 years of experience in marketing and communication;
- Affinity with the (alternative) investments market;
- Strong commercial acumen and outstanding communication skills;
- Demonstrable working experience in an international environment;
- Excellent communicator: fluency in English and preferable in Dutch and one other language;
- Pro-active, hands-on and creative mindset;
- Knowledge of and experience with graphic design and campaign tools (PPT, CampaignMonitor, Wordpress knowledge); and
- Ethical attitude regarding risks, regulatory affairs, compliance and reputation of DIF and its stakeholders;

Furthermore, the candidate should be:

- Intelligent and street smart;
- Able to see the big picture (helicopter view) and go into the detail;
- A team player, but also capable to operate independently; and
- Integer and take caution with sensitive information and personal situations.

Compensation package

An attractive salary plus a discretionary bonus, premium free pension plan and travel allowance. Human capital is a key asset for DIF and therefore training, mentoring and personal growth and development possibilities are part of the remuneration package.

This is an outstanding opportunity to join a highly-regarded and fast growing international fund management company. You will be working in the forefront of DIF's business and become a driving force in the further build-out of DIF.

Interested? Please email your application accompanied by a cover letter to communication@dif.eu. Ability tests and a background check will be part of our selection procedure.
