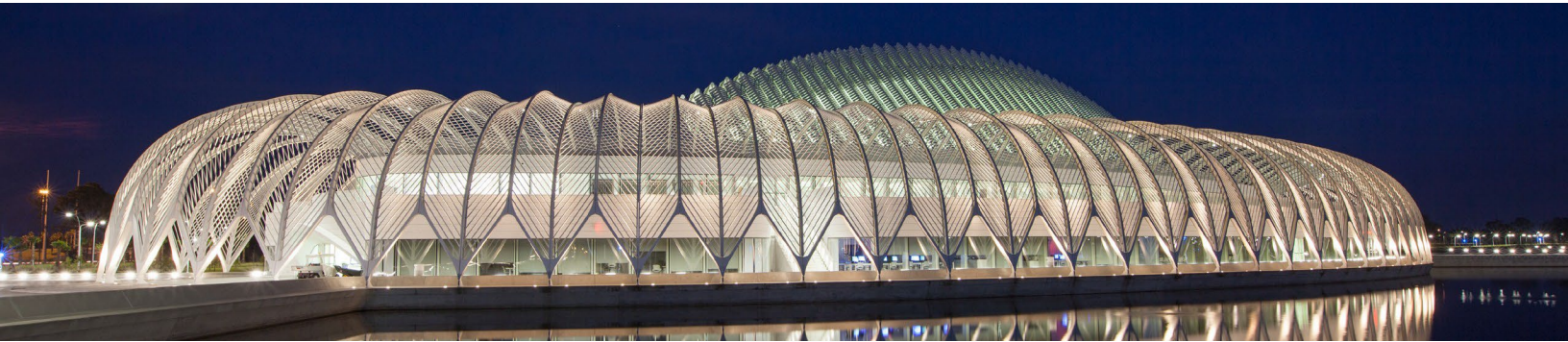




BEGA North America is a world-renowned manufacturer of architectural lighting, control, and furniture solutions.

### Who we want to be

Companies create a vision statement to answer a very important question, where are we going? A vision statement says what the organization wishes to be like in some years' time. It's usually drawn up by senior leadership to take thinking beyond day-to-day activity in both a clear and memorable way. Here at BEGA, **our vision is to be the industry's premier provider of architectural outdoor lighting, control, and furniture solutions.**

### Why we exist

Companies create a mission statement to answer the most important question, why do we exist? Its aim is to provide focus for management and staff. Mission is synonymous with shared purpose and emphasizes how the organization should view and conduct itself. Our mission should find a way to express the organization's impact on the lives of whomever we are trying to serve, and more importantly make them feel it! Here at BEGA, we have an unwavering commitment to quality above all, in our people, products, partners, and processes. Therefore, **our mission is to build quality into everything we do.**

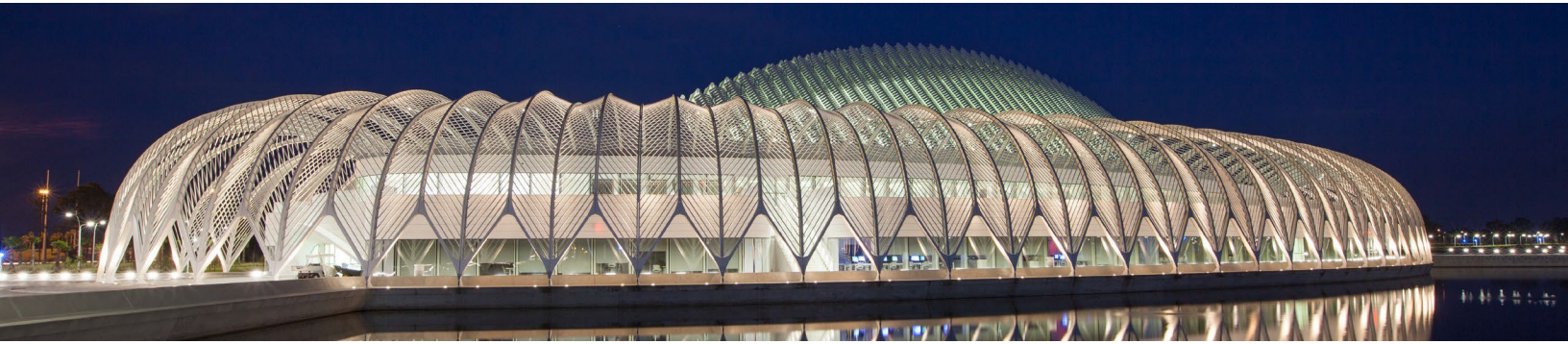
### Who we are

Why does a company take time to define its core values? Because values govern behavior and describe our organization's desired culture.

- **Fostering Trust** – Everyone at BEGA is responsible for creating an environment of trust. To do this, each of us must have the freedom to communicate with anyone, and it must be safe for everyone to offer ideas.
- **Building Community** – We are a diverse community of passionate and self-driven individuals who act with integrity, treat people with kindness and respect, hold one another accountable to the highest standards, and collectively promote work-life balance.
- **Embracing Growth** – We embrace perpetual growth and development, continuous learning, and constant improvement, enabling the brand, the organization, and the individual to realize their full potential.
- **Living Responsibly** – We are committed to social responsibility and minimizing our impact on the environment over time. To deliver on this mission critical promise we take a balanced approach to people and the planet.

### What we believe in

- **Respect** – we treat everyone with respect by being polite and kind.
- **Integrity** – we act with integrity by being honest and following our moral and ethical convictions.
- **Ownership** – we possess an orientation of ownership and a mentality that desires us all to thrive.
- **Accountability** – we lead by example, always accountable for doing what we agreed we would do



### Position Profile

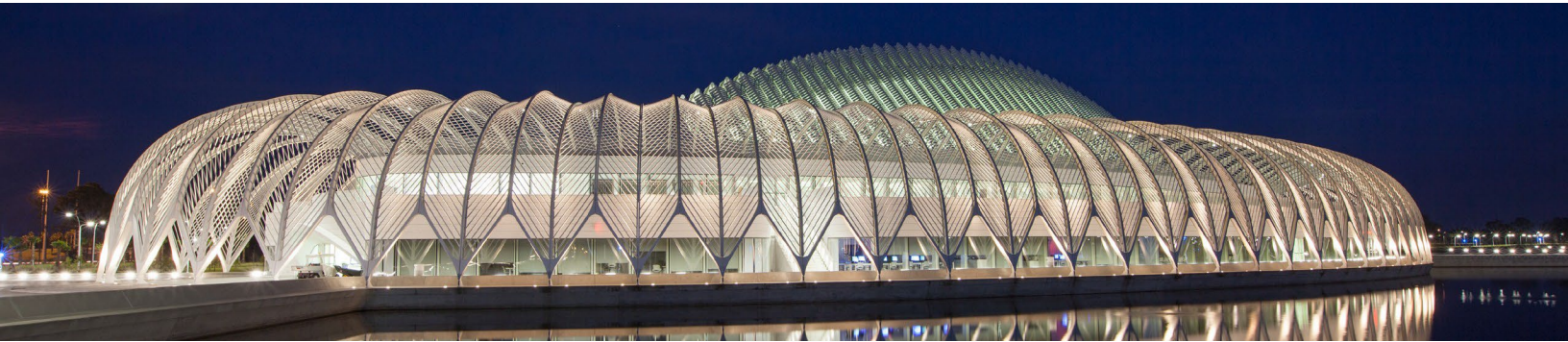
BEGA North America's Marketing Communications team is poised to redefine B2B digital marketing. With a focus on customer-centricity, creativity, and measurable results, we aim to lead the industry through innovative strategies, compelling storytelling, and cutting-edge technology. Our goal is not just to adapt to the digital age but to set the standard for excellence in B2B marketing, driving growth and success for our clients, partners, and team alike. The Digital Marketing & Web Specialist plays a key role in BEGA's Marketing Communications team, ensuring that our digital presence reflects the quality, innovation, and customer focus of our brand. This role involves overseeing the execution of digital campaigns, managing social media presence, and collaborating with cross-functional teams to align digital efforts with overall business objectives. This person should possess a solid understanding of various digital channels, strong analytical skills, and a proven track record in digital marketing. With a focus on results-driven initiatives, the Digital Marketing & Web Specialist will contribute to the growth and success of the organization through strategic and impactful digital marketing efforts.

### Knowledge & Experience

- Successful completion of a bachelor's degree in sales, marketing, business, or related field preferred.
- 2–4 years of experience in digital marketing, website management, or related field, experience in the lighting industry is a plus.
- Proficiency with CMS platforms (WordPress or similar), Google Analytics, SEO best practices, and marketing automation tools.
- Familiarity with email marketing platforms and CRM systems, knowledge of Salesforce Account Engagement is a plus.
- Experience with basic HTML/CSS, Adobe suite, photo and video editing tools, and content publishing is a plus.
- Strong organizational skills, attention to detail, and ability to manage multiple projects simultaneously.
- A collaborative mindset with strong communication skills.

### What you'll do

- Website Management – Maintain, update, and optimize website content, ensuring accuracy, functionality, and alignment with brand standards. Coordinate with product, marketing, and IT teams to manage new product launches, content updates, and technical enhancements.
- Digital Campaign Execution – Support email, paid media, and content marketing campaigns in collaboration with sales and marketing teams by building assets, coordinating schedules, deploying campaigns, and tracking results, ensuring a cohesive and effective marketing approach.
- Content Publishing – Create, publish, and optimize digital content, including landing pages, blog posts, and other web content to improve customer experience and SEO performance.
- Social Media Support – Manage the company's presence on social media platforms: develop and publish content, monitor engagement, and report on performance.
- Analytics & Reporting – Use tools such as Google Analytics and similar platforms to monitor web and campaign performance. Provide regular reports with insights and recommendations for improvement.
- E-commerce & Online Sales Support – Maintain online sales channels and support digital commerce initiatives to



enhance customer experience and drive growth.

- Cross-Team Collaboration – Partner with marketing, sales, product, and IT teams to ensure digital efforts align with overall business objectives.

### Performance Measurements

- Demonstrate a high standard of work ethic, professionalism, punctuality, and reliability.
- Challenge the process! Evaluate, promote, and support continuous improvement every day.
- Act with respect, integrity, ownership, and accountability at all times... BEGA's pillars of leadership.
- Support digital campaigns that meet defined KPIs and provide actionable insights through reporting and analytics.

### Leadership Principles

And finally, BEGA has put forth a set of governing principles. If values govern behavior, principles govern consequences, and we've established four principles to provide the entire organization with a set of hierarchical direction for decision making. First and foremost, as a leader at BEGA, you are the Brand. Be proud of it and protect it. Second, People are BEGA's most valuable asset. Our decisions should always reflect this. Third, Safety is our first priority. Zero lost-time accidents is not a goal, it's an expectation. And last but not least, we strive for Excellence in everything we do!

### Position Dimensions

- Full-time, hybrid position at BEGA North America's Carpinteria, CA headquarters preferred – will consider candidates local to the Broomfield, CO campus as well.
- Minimal travel may be required for training, team meetings, or trade events.

### Salary Range

\$68,640 - \$84,070 Annually depending on experience/qualifications reflects the negotiable range for hire. The top of the range \$99,500 is reserved for salary advancement and growth for this position.

**BEGA North America** is headquartered in the heart of the picturesque "American Riviera" just south of Santa Barbara. Additionally, we have BEGA Campus 2 (BC2), which is part of a master-planned community known as Baseline located in Broomfield, Colorado. Baseline is a community created for people who are social by nature, who value experiences over things, and who regularly gaze west towards the Rockies to remind themselves why they live in Colorado. Both settings offer endless access to the outdoors with plenty of activities such as hiking, sailing, and mountain biking. We offer an attractive compensation package, including health care, 401(k), paid time off, educational reimbursement program, wellness programs, and a remarkable work environment.