

Digital MarCom Specialist - Antwerp

For our client, a driven innovator and international player in the automotive/chemical sector, located south of Antwerp, we are looking for a Digital MarCom Specialist

Why is this job something for you?

- You get a varied and challenging role within a dynamic company where there are still many achievements and promising projects on the horizon.
- You will be welcomed in an enthusiastic team where you can count on solid training and support, but also sufficient scope to fully develop and apply your commercial, organizational and technical skills.
- In addition you can be assured of a motivational remuneration package supplemented with various extra-legal benefits.

What are you going to do ?

Your key responsibility will be the support of our global & local digital marketing strategy across our own different digital platforms (websites, blogs, social media, mailings). This includes setting up and optimizing our own digital channels from a marketing point of view, with a specific focus on acquiring, activating and turning visitors into leads and ultimately customers. You also assist our international distribution partners with digital marketing on their platforms.

Responsibilities

You are responsible for following specializations:

- Implementing and managing the content of the website: product updates, blog posts, etc.
- Organizing, planning, validating and executing digital marketing campaigns through different digital channels, assets and tools
- Optimizing lead generation campaigns
- Creating beautiful newsletters people want to open, and make sure the content is relevant because we want high ctr too!
- Managing the translation process of the content on our digital channels
- Measuring and reporting all digital campaigns
- Market research and reporting

Who are we looking for ?

- Bachelor or Master degree in Marketing or equivalent by experience. Digital Marketing Certificates are desirable.
- Min 2 years proven working experience in Digital Marketing field.
- Experience with managing a CMS
- Knowledge of digital marketing channels and how to boost traffic: organic, paid, social media, e-mailings,
- SEO knowledge: audits, keywords analysis,... with tools such as SEMrush
- Analytics knowledge: web, campaign, newsletters, SoMe,... with tools such as Google Analytics, Lighthouse, etc.
- Aware of the latest trends

- Strong communicator and a team player with a 'can do' mentality, results-oriented, proactive and problem solving
- Strong organizational skills in managing priorities and deadlines of your projects
- You think and do, you are hands-on.
- Proficient in English.

Apply ?

This can easily be done by email on info@clearskyselection.be

For more information about this opportunity, you can always contact Koen Van Hoyer - manager at Clear Sky Selection on telephone number 0499-593046 or through the above email address.