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Growth Marketeer

As an experienced Growth Marketeer you focus on creating, implementing and optimizing online marketing strategies to optimize our sales.

What you'll be doing

As an experienced Growth Marketer you focus on creating, implementing and optimizing online marketing strategies to optimize our sales.

- You are responsible for a flawless and proactive rollout of the digital marketing plan and the digital marketing budget. You always look for opportunities and critically evaluate the ROI.
- You take charge of the growth marketing activities of AZ so that the number of leads continues to grow: inbound marketing and lead management, setting up and managing social media and Google Ad campaigns, SEO optimization, taking data-driven initiatives, .. You determine the KPIs and metrics and bring ideas that grow the KPIs.
- Not only do you have an important role in lead generation, but you also take responsibility for retention of existing customers, upselling and referrals.
- You manage and optimize the marketing tools.
- You scale and automate growth processes. You ensure conversion optimization and you prioritize growth of channels and campaigns.
- You exchange ideas, data and feedback with the marketing team. You work together with our marketing team to develop smart actions to put our products and services in the picture.
- You further expand existing digital partnerships and look for new collaborations.
- You direct your marketing colleagues from content and design to achieve your goals.
- You report directly to the marketing manager.

Your Profile

Convincing and dedicated? You're just the person for the job!

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You have insight into data, analytics, metrics and statistics. SEO, Google Adwords, Analytics, Facebook Advertising,… have no secrets for you. You have knowledge of testing frameworks (A/B, multivariate testing) and/or tools that support this. You have knowledge of inbound and outbound marketing.You can design and implement lead flows. You have experience with (growth hacking) tools such as MailChimp, HubSpot, etc… You are enterprising and a real go-getter who is action- and result-oriented. You have a proactive, enthusiastic and customer-oriented attitude. You have good business acumen. You are an excellent planner/project manager. You are stress resistant. You have at least 5 years of experience with digital marketing. No 9 to 5 mentality.

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Our offer

This is what we can do for you

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Please send us your CV and portfolio to **info@bric.eu**, find us at **www.bric.eu**

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