

## Digital Campaign Assistant

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Company: Start People Brussels GT

Location: Anderlecht

Category: other-general

### Description

## **Context:**

As a Commercial Assistant, you will have dedicated responsibility for your channel, whether it is towards grocery stores, Horeca or corporate market. Your responsibility will be to structure strategic territories and help our amazing sales force to succeed on a daily basis. In addition to create mailings towards our customers from different channels, you will carry out daily follow-up of dynamic needs, such as reporting and analysis, as well as maintain and re-optimize the yearly routes. You will also analyze master data and insights, as well as support with improvement initiatives.

## **Your job will involve:**

Be end-to-end responsible of emailing campaigns: from planning and creation to full analytics and learnings

Provide linguistic support (translations, proofreading, copywriting)

Increase efficiency of B2B digital campaigns, in collaboration with CRM manager: automate and use synchronised data extensions and optimize multiple target sends

Offer support to the CRM Manager to

- 1 . expand our B2B communication strategy
- 2 . complement the view on all customers interactions

Support the Omni-Engine Planner for FACE/VOICE/DIGITAL contacts with customers across the relevant channels/roles and increase contact frequency compliance through an increase planning compliance (with strong focus on DIGITAL)

Support the Business & Sales Support Analyst with ad hoc Field Sales requests

Keep track of changes in routes (new SR / SR leaves / intra or inter-channel changes)

## **Company**

We are Coca-Cola Europacific Partners (CCEP) – a dedicated team of 42,000 people, serving customers in 31 countries, who work together to make, move and sell some of the world's most loved drinks. We are a global business and one of the leading consumer goods companies in the world. We help our 2.1 million customers grow, and we are constantly investing in exciting new products, innovative technologies and fresh ideas.

## **Profile**

### **Profile must haves:**

Great knowledge of Dutch and English

Knowledge of SFMC (SalesForce Marketing Cloud) and excel

Great writer

Analytical mind & attention for detail

Issue Management: analyze and solve problems quickly and correctly

Creative, autonomous, proactive and solution-oriented

Hands-on & taking ownership

Shows flexibility and is open to change

## **Offer**

A competitive salary

Real opportunities for career development within Coca Cola

Tailor-made training courses for employees

Attractive non-statutory benefits such as hospitalisation insurance (your partner and child(ren) living under the same roof are also entitled), disability insurance, a pension plan, a choice of dental insurance or sports and culture vouchers, a good work/life balance (50% teleworking for positions that allow it) and much more ....

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