

## Marketing Automation Expert (m/f/d)

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Company: TotalEnergies

Location: Belgium

Category: business-and-financial-operations

### Profil du candidat

CRM, CDP, and marketing automation are not just part of your job; they are your passion, and you are dedicated to delivering exceptional value to both B2C and B2B clients;

You possess hands-on experience with Content Management Systems and demonstrate considerable independence in managing complex platforms;

With a blend of sharp analytical acumen and a creative spark, you are equipped to infuse innovative ideas into our business strategy and elevate the customer experience;

Collaboration excites you, and you thrive when working with diverse teams including Marketing, Sales, Legal, and Subsidiary representatives;

You are proficient in Dutch and/or French, and English, enabling effective communication across our diverse customer base and internal teams.

### Activités

TotalEnergies is renowned for its outstanding service and commitment to customer satisfaction. As we expand our marketing efforts, the integration of Customer Relationship Management (CRM), Customer Data Platforms (CDP), and Marketing Automation is becoming increasingly central to our strategy. We are on the lookout for a seasoned professional to steer these initiatives and shape the future of our customer engagement. In this pivotal role, you will lead our CRM roadmap, encompassing the strategic use of

our owned media channels such as emails and newsletters. Your mission is to empower our customers, enabling them to optimize their energy consumption and facilitate their personal energy transition seamlessly.

TotalEnergies is eager to welcome a visionary like you to our team – one who will not only maintain but elevate our CRM operations, integrate cutting-edge CDP and marketing automation, and play a fundamental role in our ongoing success.

#### Key Responsibilities:

Architect and drive the operational strategy of our Customer Data Platform, ensuring it provides actionable insights to personalize customer experiences across all touchpoints;

Spearhead the integration of marketing automation tools with our CRM system, enhancing customer lifecycle management and streamlining campaign delivery;

Orchestrate the content strategy, creation, and execution in collaboration with our Brand Content Manager, delivering targeted and valuable communications;

Devise and enact customer relationship strategies aimed at boosting revenue per customer, crafting and overseeing the implementation of value management scenarios aligned with our marketing and business objectives;

Forge robust partnerships with CRM counterparts across TotalEnergies' subsidiaries, working together to augment value and services for all customers.

#### Contexte et environnement

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