

Marketing Manager - Flamant

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Company: BESIX

Location: Belgium

Category: other-general

Job Description

Flamant is looking for a creative and ambitious Marketing Manager. You will be managing a team of 5 people and you will report into the Chief Executive Officer.

Develop strategies and tactics to get the word out about our company and drive qualified traffic to our retail stores , e-commerce store and the store of our partners.

Deploy successful marketing campaigns and own their implementation from ideation to execution ; develop a timeline and accountabilities.

Manage Digital marketing in cooperation with the digital marketer. Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis

Build strategic relationships and partnerships with key industry players, agencies and vendors

Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely

Oversee, approve and implement marketing material, from website banners to hard copy brochures, and editorials.

Measure and report on the performance of marketing campaigns, gain insight and assess

against goals

Analyse consumer behaviour and adjust email and advertising campaigns accordingly.

Keep customer and consumer database updated and relevant

Organize and manage consumer events in own and other locations.

Analyse consumer behaviour and adjust email and advertising campaigns accordingly.

Cooperate with the creative director to align on the style and format of the communication

Qualifications

Creation, development and management of a marketing plan

Experience in media-planning and negotiation with media agencies.

Demonstrable experience in marketing experience in the fields of instore marketing, communication, digital marketing . together with the potential and attitude required to learn.

Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate

Experience in organization of instore-events

A sense of aesthetics and a love for great copy and witty communication

Affinity with the world of interior design

Knowledge of website analytics tools (e.g., Google Analytics, WebTrends)

Experience in managing and assessing Google Adwords and other bidding campaigns

Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets

Up-to-date with the latest trends and best practices in online marketing and measurement

Master degree in Marketing or related field

Experience in consumer driven marketing.

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