

Performance Marketeer Dutch / Eng

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Company: Adecco

Location: Ostend

Category: business-and-financial-operations

For our client situated in west Flanders and active in nutritional supplement such as vitamins and minerals and more, we are looking for a Performance Marketeer Dutch / Eng.

Will you help put your weight behind our's digital activities?

Due to our strong growth and expansion, we are looking for a Performance Marketer to strengthen and support the Marketing Team. Within the team you will be responsible for the design, build & maintain of a best in class digital brand presence & performance.

Tasks:

- With your passion for data, you can identify online performance based on in-depth analysis
- You turn analytics into visual dashboards, using your extensive knowledge of Google Analytics and Google Ads
- You will set up custom tracking in Google Tag Manager and use additional tools such as Hotjar, Google Search Console and Google Optimize (A/B testing), among others
- You play a crucial role in defining the KPI's, audiences, channels and budgets that seamlessly align with the specific objectives, be it branding, traffic or sales
- You work closely in our team within the Benelux Marketing. If necessary, you also help other departments with digital initiatives.
- You collaborate with internal stakeholders and external agencies/freelancers to create digital brand engagement

- You create reporting tool/dashboards on how to measure success, bases on experience and data
- You plan and control the digital budget across sub-allocations
- You think about other Advertising Partners

Profiel

- You're a digital native with at least 5 years relevant experience
- You dare call yourself an experienced T-Shaped profile with strong focus on performance marketing
- You have some strong specializations, but at the same time a broad knowledge about other tactical and strategic digital marketing
- You know your way around Google Analytics, Google Ads, Google Tag Manager, Google Search Control
- You are someone who does not wait things out but goes for it proactively, takes initiative and can work perfectly independently but knows that you are not alone in this.
- You have an all-round knowledge within the different areas of digital marketing: digital advertising (SEA, social advertising), content strategy and marketing (SEO), email marketing, conversion optimization, web analysis and reporting and UX, creation of attractive digital content plan
- You not only know the meaning of the abbreviations such as SEO, SEA, CPM, CPC, CTR but also know how they are used
- In-depth understanding of the Benelux media and digital market (ie, media cost dynamics, landscape, media usage trends, etc.)
- You have knowledge of managing/maintaining websites and online tools/ability to manage digital brand assets
- You can communicate fluently in both Dutch and English. French is a plus

Aanbod

We offer:

You can count on a challenging job within a dynamic, rapidly growing and financially healthy company. You will have sufficient independence and room for your own initiatives and growth. Moreover, you can count on a competitive salary complemented by a nice package of benefits.

- Meal vouchers

- Group insurance
- Hospitalization insurance
- CAO 90-bonus
- 6 ADV-days
- Fun events: staff party, family day,...
- ...

Interested by this new challenge, don't hesitate to apply online or to send your CV at

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