

Digital Marketing Specialist

Are you passionate about digital marketing and want to put your expertise to the benefit of a growing company whose mission is to redesign the European financial industry? Then it could be a perfect match!

Digitéal is looking for a talented and ambitious **Digital Marketing Specialist**.

Our Company

Our Fintech is a payment institution certified by the National Bank of Belgium and a European project. It is compliant with rigorous regulations of the financial sector, yet you will be surprised, among other things, by our self-management type of organization. At the heart of all our activities are trust and transparency towards our employees, customers and investors.

Created in 2015 by the payment expert Cédric Nève, Digitéal is a scaleup with notorious shareholders such as the Colruyt Group and Credendo. Take the opportunity to participate in the early stages of the adventure with us.

Our clients are public and private companies, usually sending mass payment requests (online payments, invoices, requests to pay, etc) such as E-commerces, Water distribution companies, Energy, Hospitals, Municipalities, Marketplaces, etc. Some references that you may know: Mozzeno, Elindus, DATS 24, Rombouts, Van Zon, Symeta Hybrid, in BW, etc.

Your role within Digitéal

■ Your role is threefold:

- ▶ **Promote the Digitéal brand and solutions** wherever our prospects are present (both online and offline).
- ▶ Contribute to the **loyalty reinforcement of our customers** with quality content.
- ▶ Support the sales team to help them **accelerate the sales cycle**.

I Your core responsibilities:

- ▶ You define together with the Sales Manager the **marketing strategy** to be adopted to achieve the different objectives of the company
- ▶ You challenge and develop our **customer journey maps** by actively listening to the market
- ▶ You translate the strategy into **concrete action plans**
- ▶ You **execute the plans** and make sure they are deployed on time
- ▶ You **measure the performance** of our marketing actions with a view to improvement

I Your daily marketing challenges

- ▶ **Brand Awareness:** you ensure the consistency of the brand wherever it is present and find ways to make it known to our target audiences
- ▶ **Content Marketing:** You are a great copywriter: define, write, lay out and distribute content that helps improve Digiteal brand awareness, enhance our expertise and strengthen our customer relations (via LinkedIn, blog articles, newsletters, brochures...).
- ▶ **Analytics:** the Google suite (Analytics, Search Console, Tag Manager, Looker) has no secrets for you
- ▶ **SEO:** you master organic search best practices (off- and on-page) and make sure to optimize our content to rank well and generate more qualified leads
- ▶ **Social Media:** you feed our LinkedIn and Facebook pages and support the teams in their publication efforts
- ▶ **Event Management:** you coordinate our participation in various trade fairs and manage our (future) webinars
- ▶ **Paid Acquisition:** you know how to create, manage and optimize Google Ads, LinkedIn Ads, Facebook Ads campaigns
- ▶ **Graphic design:** you feel at ease using Canva or Photoshop and have an eye for detail
- ▶ **Business Intelligence:** you carry out market monitoring and disseminate meaningful information to the various internal stakeholders
- ▶ **CRM Management:** you are the guardian of the data quality and process punctual enrichments

Your profile

- ▶ You have **at least 3 years of experience** in digital marketing
- ▶ You have an **excellent command of English** (written/spoken) and a **good knowledge of French and Dutch** (Belgian market)
- ▶ You appreciate **versatility** and are a **solution-oriented** person
- ▶ You **communicate with ease** and assertiveness
- ▶ You like to take **responsibility; giving/receiving feedback** means a lot to you (teal management)
- ▶ You show concern for **understanding** the market, the products and the needs of the teams
- ▶ You **keep yourself informed** of new marketing tools, trends and best practices
- ▶ You favor **team spirit** and show **excellent interpersonal skills**
- ▶ A first experience in electronic payments and/or e-invoicing is a plus

Why Digiteal?

You have the opportunity to participate in an innovative European business project.

You will have an attractive salary package in line with your knowledge and experience including a car, health insurance, group insurance, training package, etc.

You will enjoy a fulfilling work in a dynamic company respectful of the human person (teal management believer).

You can benefit from an environment that promotes learning and discovery.

You're the one?! Let know us why: work@digiteal.eu

Practical information

Company HQ location : Walloon Brabant
Remote work as possible
Status : Employee
<https://linktr.ee/digiteal>