



Digital Marketing Manager - Stephex Group

Job description

We are looking for a detail-orientated, creative & self-motivated Digital Marketing Manager to join our marketing team based just North of Brussels. You will be responsible for the digital marketing of the entire Stephex Group, from the equestrian side of the business to the motorhomes and beyond. We are a small, friendly and motivated marketing team who work closely together on all tasks.

Your duties as Digital Marketing Manager:

- Plan and execute all digital marketing, including SEO/SEM, PPC, marketing database, email, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns
- Manage, plan and implement social media strategy to align with campaign goals across all of the Stephex Group's social media platforms (Instagram, Facebook, LinkedIn, Youtube, ...)
- Monitor SEO and user engagement and suggest content optimisation
- Work together with the team to create marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan, execute, and measure experiments and conversion tests
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights

Candidate profile

- Equestrian background
- Formal studies in digital marketing
- A minimum of three years experience in a similar role
- Basic HTML knowledge
- Creativity is a must and knowledge of design programs would be a bonus
- Strong written and verbal communication skills
- Flexible, stress resistant, self-starter & proactive
- A team player
- Good knowledge of English is essential. Additional languages such as French and Dutch would be a bonus

Job offer

- Attractive compensation package complemented with extra-legal benefits (such as meal vouchers, healthcare insurance, company car, ...)
- Full-time employment
- Long-term career opportunities
- International environment

Application

Send your CV and cover letter to: robyn.vey@stephex.com