

Stephex Group is an ambitious family-owned company based in Meise, Belgium. In addition to our horse sports business, in which we compete at the highest international level, we are also active in the horse-related automotive industry. We are market leaders in the construction of exclusive horse trucks and motorhomes. We service customers all over Europe and the US. Stephex Group has an excellent international reputation for high-quality, user-friendly design and excellent customer service.

To support its significant growth, Stephex Group is currently looking to strengthen the team with a:

HEAD OF MARKETING

Job description

We're looking for a Head of Marketing to take the reins for the overall strategy and success of our marketing and communications plans including, but not limited to, the oversight of all aspects of internal and external digital marketing; brand messaging; content marketing; media relations; event management; and overall brand management.

You'll work directly under the COO as a leading marketing force and develop and maintain effective working relationships with all teams in the company, including Sales, Finance and Production. This is an amazing opportunity for an experienced marketer who's looking to develop and deliver a fully integrated marketing strategy across multiple companies within the Stephex Group.

- Lead and supervise the work of the marketing team consistent of a Creative Content Manager & Social Media Manager, as well as a yearly intern
- Manage and assist external agencies
- Develop and implement the marketing plans and campaigns for all companies within the Stephex Group
- Identify opportunities to increase website traffic, revenue, sales, and retention
- Understand and have a strong knowledge of current SEO/PPC/PR/SEM/Affiliate channels and then improve on metrics and impacts
- Monitor market intelligence and keep track of competitor movement and market situation
- Create and monitor advertisements on various platform keeping the business vision aligned
- Support the sales and lead generation efforts

Candidate profile

- Bachelor's degree in Marketing or a related field, with strong knowledge of Digital Marketing
- 3+ years of marketing experience in similar role
- A leader who can direct and motivate the entire department
- Outstanding knowledge of web analytics and Google Ads
- Excellent leadership and project management skills
- Ability to quickly prioritize and assign tasks
- Outstanding communication skills to provide direction and feedback for creative and analytical components of the Marketing department
- Strong analytical skills and attention to detail
- Excellent English language skills is a must, Dutch or French a bonus

Job offer

- Opportunity to be part of an experienced team of entrepreneurs in a fast-growing international company.
- Attractive remuneration package in line with your experience and added value.
- Full-time employment.
- Unique, challenging opportunity.
- International, strong and growing environment.

Apply online via: <http://stephexgroup.com/#talents> or via: hr@stephex.com