

**Stephex Group** is a proudly family-owned company based in Meise, Belgium, renowned for excellence in horse trading, automotive innovation, and event management. As market leaders in the production of premium horse trucks, motorhomes, and 2-horse vehicles, we are committed to delivering exceptional quality and user-centric designs that meet the diverse needs of our clients.

Our extensive dealer network stretches across Europe and beyond, enabling us to provide exceptional service and support to customers, no matter their location. With a strong reputation for reliability and craftsmanship, Stephex Group is dedicated to maintaining the highest standards in everything we do. Join us as we continue to push the boundaries of innovation and quality across the industries we serve.

### **Are you ready to embrace new challenges and grow with us?**

We encourage you to explore this exciting opportunity and become part of our journey!

## **BRAND MANAGER**

### **Job description**

We are looking for an enthusiastic **Marketing & Brand Manager** to strengthen our marketing team for **Stephex Horsetrucks**.

As a **Marketing & Brand Manager**, you will play a crucial role in developing and implementing marketing strategies that enhance **brand visibility, customer engagement, and commercial success**. Your responsibilities will be a mix of **brand management, data-driven marketing, and campaign execution**, ensuring that our messaging is consistent and aligned with business objectives.

You will work closely with the **sales team, after-sales service, and management**, making data-driven decisions to optimize campaigns and boost sales.

### **Key Responsibilities**

#### **Marketing Strategy & Brand Development:**

- Develop and execute **brand and marketing strategies** that increase awareness and drive customer engagement.
- Ensure a **consistent brand message** across all marketing channels, including events, social media, and offline assets.
- Utilize **market research, competitor analysis, and customer insights** to refine positioning and messaging.

#### **Campaign Management & Content Creation:**

- Plan, execute, and optimize multi-channel marketing campaigns (social media, email marketing, digital advertising, print materials, events, etc.).

- Work closely with the **digital marketing team** to ensure high-quality content and engaging storytelling that aligns with business goals.
- Create **compelling content** across different formats, from social media posts to printed materials.

## Data-Driven Marketing & Performance Analysis:

- Track and analyze **marketing campaign effectiveness**, providing regular performance reports to management and sales.
- Utilize **CRM tools (Salesforce, HubSpot) and marketing analytics** to translate data into actionable insights.
- Define **KPIs** and continuously improve marketing efforts based on data insights.

## Portfolio Management & Commercial Integration:

- Monitor and analyze the **performance of different product lines**, ensuring alignment with market trends and customer demands.
- Collaborate with sales and product teams to refine and enhance **Stephex's product portfolio** based on data-driven insights.
- Identify **opportunities for product innovation and market expansion** based on customer feedback and industry developments.
- Ensure that all **marketing efforts align with the broader business strategy**, creating a seamless integration between branding, marketing, and sales.

## Event Marketing & Coordination:

- Support and coordinate marketing efforts at **horse shows and other events**, ensuring branding and messaging align with strategic objectives.
- Plan and manage **on-site activations and sponsorships**, working with internal teams and external partners.

## Profile

- Proven experience in **brand marketing, campaign management, and data-driven marketing**.
- Strong commercial mindset—understands how marketing drives revenue and business growth.
- Ability to **connect data insights with creative execution**.
- Experience in **CRM tools like Salesforce is a plus**.
- Knowledge of **digital marketing trends and omnichannel strategies**.
- Background in **luxury, automotive and especially equestrian industries** is a plus.
- Creative thinker with a passion for staying ahead of **industry trends and technologies**.
- Excellent **communication and project management skills**.
- Fluency in **Dutch and English**; French is a plus.
- Proficiency in design and content tools (Photoshop, InDesign, Premiere Pro, Canva, or similar) is essential.
- Ability to **work independently** while maintaining strong collaboration with other teams.
- Minimum **a few years of proven experience** in a similar role.

### What We Offer

- A **dynamic and evolving role** with room to shape and grow based on experience and expertise.
- The opportunity to be part of a **fast-growing international company** with an entrepreneurial mindset.
- An **attractive remuneration package** in line with your experience and added value.
- A **full-time employment opportunity** in a hands-on, challenging environment.

Apply online via: <https://stephex.com/careers/> or via: [hr@stephex.com](mailto:hr@stephex.com)