

Stephex Group is a family-owned company based in Meise, Belgium. In addition to our horse-trading business, we are also active in the automotive and event industry. We are market leaders in the construction of exclusive horse trucks, motorhomes and 2-horse trucks. The company has an excellent reputation for the organization of high-quality sport events that extends way beyond the Belgian borders.

To support its significant growth, StepheX Group is currently looking to strengthen itself with a:

DIGITAL MARKETEEER

Job description

To join our marketing team, we are looking for an enthusiastic junior Digital Marketeer.

You will play a pivotal role in developing and executing our digital marketing strategies to drive brand awareness, customer engagement, and revenue growth. Your expertise in digital advertising, website optimization, data analysis, and CRM tools will be crucial in enhancing our online presence and achieving our business goals.

You will support the marketing team in effectively promoting its message across all channels, both online and offline. You will also work close with our STX Motorhomes sales team at StepheX and will be in charge of the day-to-day follow up. A creative mind is a plus.

Responsibilities:

- Develop, implement, and manage digital advertising campaigns across various platforms (Google Ads, social media, display networks, etc.)
- Optimize website performance through SEO best practices, content management, and A/B testing
- Analyze and interpret data from digital campaigns, website traffic, and other marketing channels to measure effectiveness and identify areas for improvement
- Utilize CRM tools to segment audiences, create targeted marketing campaigns, and manage customer relationships
- Monitor and report on key performance metrics, providing insights and recommendations for continuous improvement
- Day-to-day follow up of the STX Motorhomes marketing & events.
- Make content during the day that fits into the daily content plan (from social media content to print).
- Assisting with the graphic design of promotional materials for digital and print.
- Working alongside our social media team and assisting with additional creative tasks.

Profile

- Proven experience in digital marketing, with a focus on digital advertising, website optimization, and data analysis
- Proficiency in using CRM tools (e.g., Salesforce, HubSpot) and digital marketing platforms (e.g., Google Analytics, Google Ads, Facebook Ads Manager)
- Strong analytical skills with the ability to interpret data and generate actionable insights
- Excellent communication and project management skills
- Creative thinker with a passion for staying ahead of industry trends and technologies
- Experience with SEO and SEM strategy and keyword search
- The capacity to work independently, collaboratively and proactively.
- Dutch and English is essential, French is a plus.

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.

Apply online via: <https://stephex.com/careers/> or via: hr@stephex.com