



Digital Growth Marketeer

Do you want to be part of an ambitious and enthusiastic team in a fast-moving scale-up environment? Are you looking for a challenging context where you will get the chance to develop your talents? Are you eager to accelerate your career as a **Digital Growth Marketeer** in a fast-growing regtech company?

Well, let us introduce itsme® / Belgian Mobile ID, founded in 2017 with a clear mission: provide a state-of-the-art and best-in-class digital identity solution to individuals, enabling them to move all their interactions to the digital space. Now, only five years later, 6.4 million citizens use the itsme® app, to identify themselves, confirm transactions and sign documents online. We are also ready for a new challenge: launching the itsme® app in The Netherlands.

If you are thrilled about digital (r)evolution and have a strong interest in digital growth marketing, we want to meet you. Are you a natural born growth hacker with a track record of at least 5 years in fast growing company? Do you know the tool kit of B2B growth marketer and always willing to know the last available digital tools? Are you analytical and result driven? Then you will want to join our dynamic team and be a key element of the growth of the company.

What your job looks like

As a key player of the marketing team, you develop the digital B2B campaigns to ensure the growth of itsme®. Your missions as an experienced Digital Growth Marketeer:

- Plan and manage B2B digital campaigns using a wide variety of digital tools
- Analyse the results of your campaigns and make adjustments to improve the quantity and quality of the leads
- Already know or are eager to discover tools such as Salesforce, Numberly CRM, Commanders Act, LinkedIn Sales Navigator, ...
- Collaborate with our agencies and internal Customer Success team on the digital sales funnel and initiate B2B marketing automation flows
- Translate and follow up your actions into specific KPI's and metrics
- Collaborate with our internal copywriter, our sales team, our communication agencies to define the best contents to reach your target audience

What we are looking for

- 5 years of experience in B2B marketing in a fast-growing company - start up - scale up
- You have a passion for Digital Marketing and digital tools
- You have an interest in getting to know the world of Digital ID and Signatures
- You are very curious and eager to discover by yourself the last digital trends
- You are fluent in English. Good knowledge of Dutch or French is a plus.
- You have excellent oral and written communication skills on different channels as well as excellent listening skills.
- You are happy to plan, manage and coordinate multiple projects simultaneously.
- You like to look for solutions, share your knowledge and pro-actively come up with improvements or new ideas.
- You are a team player who enjoys celebrating joint achievements, but you can also work autonomously.
- You are service- and client-oriented.

What we offer

- A fun, enthusiastic and ambitious team
- A fast-moving scale-up environment where you can develop and grow
- Offices in Brussels (2 days/month presence required) combined with flexibility in terms of remote working
- A fixed contract, with an attractive compensation package

Now it's your turn!

If you have what it takes, send your CV and motivation letter to career@itsme-ID.com.