



Growth Marketeer B2B

Itsme has fundamentally **changed how people lead their digital lives in Belgium**, but we are not stopping there! Do you want to be a **driving force** to help expand on this success story as part of a **talented team** that is making a **positive impact** on society? Then keep on reading, you'll probably like what you'll see.

We are itsme®, one of Europe's **fastest growing scale-ups**, counting 50 team members and growing. Our mission: providing a state-of-the-art digital identity solution to all people, enabling them to interact securely in the digital space. Now, only five years after being founded, **6.7 million citizens use the itsme app**, to **identify** themselves and **sign documents** online. Started in Belgium, we successfully launched in The Netherlands and soon Luxembourg, with the **ambition to become an internationally leading player**.

Since we are heavily scaling we need to expand our team with a B-to-B Marketeer, who can **drive our product marketing and our lead generation to the next level**. Sounds like you? Let's talk!

What your job looks like

- You are responsible for **all of itsme®'s B-to-B lead generation**, via a variety of channels (targeted communication & product marketing, events, co-branding, SEO/SEA, networking, ...).
- To this end you develop a solid **B-to-B marketing strategy**. You consistently monitor the success of your actions by setting up an efficient and effective **reporting**, and you adapt your strategy and your execution based on the progressive insight you gather.
- You are responsible for **loyalty marketing and upsell**, cooperating closely with the Sales & Customer Success teams.
- Since you daily operate among and interact with prospects and customers, you are well-placed to provide **valuable input to our Product Management team** on topics such as market & demand prioritization, new customer needs, Go2market planning, and tooling needs in the fields of CRM, marketing, automation, reporting, ...
- You report to the **Chief Marketing Officer** and you'll work together closely with the Digital Marketeer who is responsible for B-to-C marketing and the itsme® website.
- You'll get ample opportunities to **put your own stamp** on itsme® 's future brand and marketing success. You'll be able to support the **international expansion** from the marketing side and to contribute to the growth of the marketing team.

Who we are looking for

- You perform on a Master's degree level and you have **at least 5 years of relevant experience**, preferably in a tech / SaaS environment dealing with enterprise customers.
- You're well-versed in domains such as Account Based Marketing, Product Marketing and Lead Generation.
- You are a great **communicator**, both 1-to-1, as well as in 1-to-many communication channels.
- You are a strong **planner**. You get a kick out of **keeping 10 balls in the air at the same time**, but you are equally strong in selecting which balls are not a priority at the time.
- You have an **analytical** mindset and can **solve problems quickly and creatively**.
- You like to work in a **dynamic and fast-paced** environment, where you can take **initiative** and get things done.
- You think that you are quite **ambitious? Great!** We're scaling fast, so we'll be able to offer you interesting career development opportunities in the coming years (international expansion, ...)
- You love to interact with stakeholders at all levels within and outside of the organization.
- You have a native proficiency in **Dutch or French**, and you are fluent in English.
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What we offer

- The chance to develop and grow your career, while having **immediate business impact**
- Offices in Brussels and flexibility in terms of **remote working**
- An attractive **compensation** package
- An environment where we care a lot about our **core values**:
 - **Integrity**: being fair, honest & transparent so that we can be trusted.
 - **Inclusiveness**: being an open environment in which all team members' opinions are taken into account.
 - **Innovation**: building future-proof solutions by finding new ideas and methods to solve problems.



Now it's your turn!

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