



B2C Digital Marketing Manager

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 **Digital marketing manager**, who will **take all of our digital communication to the next level**, and who will **drive itsme® brand awareness through the roof**. Sounds like you? Let's talk!

What your job looks like

- You are responsible for the **content, design and tone of voice of our digital communication**. To this end, you manage the itsme® B-to-B and B-to-C website, constantly optimizing and guarding consistency. You lead internal and external copywriters.
- You manage the B-to-C **online media buying**, such as online campaign plans, SEA and Social media management.
- To support your responsibilities above, you further build and optimize a solid **reporting** (site performance, ad spend & conversion, ...).
- You give **input to Product Management** and collaborate with them for new product developments
- You report to the **Chief Marketing Officer** and you'll work together closely with the B-to-B Marketeer who is responsible for B-to-B lead generation and Product Marketing.
- 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 large target groups.
- 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**, you are fluent in English and French proficiency is a plus.

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.