



Job title : Head of Marketing

Contract : full time - long-term contract

Location : Boulevard Industriel 135, Anderlecht

Start date : As soon as possible

Are you eager to revolutionize food consumption? Do you want to have a job that is both meaningful and impactful? Join us!

ABOUT EFARMZ

Founded in 2013, eFarmz was born from a simple idea: to reinvent the food industry in Belgium by bringing digital innovation to the local food network.

To do this, eFarmz partners with local producers and makes the access to their products easier through its e-commerce platform.

Customers can order online more than 1000 organic and seasonal products (fruits, vegetables, dairy products, meat, fish) as well as meal boxes.

Nowadays, eFarmz is the leader of e-shops selling organic and local food in Belgium.

JOB DESCRIPTION

In order to support our growth and our expansion to Flanders, we are looking for a Marketing Manager.

Your mission is to continue building the eFarmz brand to make it essential in the Flemish and Belgian food distribution market.

We are looking for a king/queen in digital growth, an analytics freak but also an outstanding brandbuilder and storyteller.

Your mission includes:

- Establishing and budgeting multi-channel marketing plans (PR, social networks, online / offline media, partnerships, etc.) as well as the brand and content strategy.
- Boosting growth by implementing acquisition and retention campaigns.
- Handling all the digital marketing and working with agencies to develop and/or implement SEO, SEA, Google Analytics, Google Tags Manager, CRM / newsletters, Facebook ads etc...

- Being the spokesperson and the face of our company for the Flemish market
- Structuring and analyzing the available data with the web team in order to build dashboards to monitor your actions, iterations and marketing automation.
- Being part of the management team and working in close collaboration with the Products/Meal Boxes Manager, Web Manager, Supply Manager and the CEO to contribute to the strategic developments of eFarmz.

PREFERRED EXPERIENCE

- Master in Communication, Marketing, IT/Web or Management
- You have 5 to 10 years of experience in digital marketing and/or growth hacking
- Dutch is your native language, you have a very good command of French and English as well
- You have a mix of business, analytical, technical and creative skills
- You are a storyteller with excellent oral and written expression skills in Dutch
- You love to experiment and think outside the box
- You are organized, proactive and curious
- You have a deep understanding of the Flemish/Belgian food consumption and distribution market

PROCESS

- 1) Send your resume and motivation letter to muriel@efarmz.be with the name of the position in the subject line
- 2) A call
- 3) An on-site interview and test