

Head of growth marketing

Do you want to revolutionize plates and make these more sustainable? Do you want to have a job that is both meaningful and impactful? In order to support our growth, we are looking for a Head of growth marketing for our headquarters located in Brussels (Boulevard Industriel 135).

Your mission is to continue to build further eFarmz to make it essential in the Belgian food distribution market.

We are looking for a king/queen in digital growth, an analytics freak but also an outstanding brand builder and story teller.

If you are interested in the offer, send your CV and your motivation letter by email to muriel@efarmz.be, with the name of the position as title of the message.

Your function :

You are responsible for boosting growth by implementing acquisition and retention campaigns.

Digital marketing is your core business and you work with the support of agencies to develop and implement SEO, SEA, Google Analytics, Google Tags Manager, CRM / newsletters, Facebook ads etc...

You structure and analyze the available data in order to build dashboards for monitoring your actions, iterations and marketing automation.

You establish and budget the multi-channel marketing plans (PR, social networks, online / offline media, partnerships, etc.) and the brand and content strategy.

You are the spokesperson and the face of our company in partnership with the Founder.

You build, manage and coach the marketing team currently made up of 1 coordinator and interns.

You are part of the management team and work in close collaboration with the Heads of product / meal box, web and customer and the founder to contribute to the strategic developments of eFarmz.

Required profile

- 3 to 5 years of digital marketing and/or growth hacking experience in a start-up/ scale-up environment
- Master in Communication, Marketing, IT/Web or Management
- You love to experiment and think outside the box

- Mix of commercial, analytical, technical and creative skills
- Organized, proactive and curious
- Storyteller with excellent oral and written expression in French and in Dutch. English is a plus