

# Springbok – Digital Strategist

## Your role in a nutshell

Springbok works with various clients, including Sligro, Hallmark, and Zeeman, across different digital and creative expertise areas. Of course, we are always open to new clients where we can take on exciting challenges within our expertises. As a Digital Strategist, you are the thinking- and selling power behind the cross-expertise solutions.

You speak the language of data & tech, as well as marcom planning & brand. You are a thought leader, bridge builder, planner, bullshit-beater, amazing storyteller, and the reason why clients choose Springbok. We are in search of a strategist who can take the initiative, bring fresh perspectives, and proactively spot opportunities.

As a secondary but really “nice to have” criterion, we are seeking a candidate with corporate experience, someone who can bring a level of seniority to the table and possesses B2B knowledge.

## What you’ll do

- Connect with upper marketing management at existing clients and prospects and convince them to work with you and Springbok.
- Build, roll out and test new strategic propositions that integrate expertise areas such as Data, Marketing Automation, SEO, Advertising, and Creative.
- Develop and execute digital strategies (data driven campaign strategies, goal setting frameworks, marketing automation roadmaps, etc.) that align with clients' business objectives.
- Collaborate with clients at a strategic level, connecting vision and ambition with a deep understanding of our client's business models.
- Contribute to new business projects by designing the strategic framework and storytelling of our proposed solutions.
- Collaborate and connect with Springbok's specialists in brand, advertising, data, marketing automation, and creative design to craft innovative, multifaceted solutions that address the marketing and business challenges faced by our clients.
- Connect market trends, challenges, and innovations within Marketing, tech, data, and the broader business landscape as a thought leader.
- Contribute to budget planning with Springbok's commercial team.
- Enhance client engagement by delivering inspiring presentations and exploring new opportunities.
- Bring corporate experience, seniority, and B2B knowledge to the team.
- Proficiency in the Dutch language is preferred.

## What your colleagues have to say about the job

**Joris:** “Every day at Springbok is a new adventure; I get to dive into diverse client challenges and design new digital strategies that make a positive impact on our clients' customers. As a strategist you truly are the linking pin between our client's challenges and the Springbok expertise cells, bridging the gap between digital, data, tech and creativity.”

# Your skillset

- You have proven to be a good storyteller with your own story that opens doors of upper marketing management
- Fast learner, curious and analytical thinker
- Proven multiyear experience as a marketing and/or business strategist
- Strong understanding of marketing strategy, data driven marketing and the digital marketing landscape.
- Excellent communication and presentation skills in Dutch and English.
- Corporate experience and B2B knowledge are a plus

# Your gains

- For all your knowledge and enthusiasm, you will receive a competitive salary.
- 28 days off per year, and a good balance between working from home and at the office.
- Phone and laptop of your choice!
- The choice of transport to the office is your choice: an E-bike is also an option!
- We have a pension in partnership with Nationale Nederlanden, and you can enjoy discounted sports activities through our company fitness program.
- You will be part of an environment where we value your initiatives and new ideas. We provide you with the goal; how you achieve it is up to you.
- Training is available through the Springbok Academy, and you can dedicate 10% of your working time to your personal development.
- Life is meant to be celebrated! You'll receive a gift after completing your probationary period, on your birthday, and other special occasions. Annually, the Springbok party and sports committee organize fun activities such as paddle tournaments, wine and beer tastings, board game nights, and many more!

# About us

Springbok is a dynamic and innovative digital & creative agency with a clear ambition to partner with A-brands in Europe. As our client portfolio expands across various areas of expertise, we recognize the need for a broader strategic vision that encompasses the entire marketing landscape – from brand identity, to data and to all communication channels. We aim to stay at the forefront of the market, anticipate challenges, adapt to shifting marketing channels, foster innovation, and inspire our clients to explore new frontiers. Our commitment is to align our organisation with the evolving market dynamics and stakeholder expectations, connecting at the C-level to shape vision and ambition alongside our Client Services Directors to deliver client value and stakeholder management.

<https://springbokagency.com>