

# Springbok – Email Marketer

## Your job in a nutshell

As an **Email Marketer**, you'll be the driving force behind managing end-to-end email campaigns: from client contact and strategic input to content creation, briefing creative teams, and ensuring smooth execution. You'll collaborate closely with designers, strategists, and technical experts to deliver high-quality campaigns that drive engagement and results.

## What you'll do

As an Email Marketer we count on you to take care of:

- Adapting existing visually appealing assets for marketing campaigns, including email templates, banners, landing pages, social media graphics, and other promotional materials.
- Writing engaging and persuasive (FR) copy for various marketing channels, ensuring consistency in brand voice and messaging. Or at least know how to work with LLM's like ChatGPT ;)
- Developing and executing email marketing campaigns, including drafting email content and setting up email automation.
- Conducting A/B testing and segmentation to optimize email performance and ensure targeted messaging.
- Collaborating with cross-functional teams, such as designers, developers, and marketers, to coordinate campaign activities and ensure alignment.
- Identifying areas for improvement and propose strategies to enhance campaign effectiveness and customer engagement.

## What your colleagues have to say about the job

*"We are passionate about our work and value our colleagues for who they are and what they do. We combine having fun on a daily basis with delivering quality and impact. Our clients love us and boy, do we love them. A personal and human approach is what we are about: for our colleagues, for our clients and their clients."*

## Your (growing) skillset

- First of all, we hire for attitude and train for skill. Your personality and mentality trumps experience and your current skills.
- But if you do have experience to show for, these are the ones that will make you the right candidate:
  - You have experience in marketing communications, including copywriting, email marketing, and/or campaign management.
  - You have organisational and project management skills, with the ability to handle multiple tasks and meet deadlines.
  - You pay strong attention to detail and have a commitment to delivering high-quality work.
  - You have excellent communication and collaboration skills to work effectively with cross-functional teams.

- Nice to have: proficiency in graphic design tools, such as Figma, Sketch or Photoshop,, to create visually appealing assets.
- Nice to have: strong language skills, with the ability to adapt writing style for different audiences and marketing channels.
- Nice to have: familiarity with email marketing platforms (e.g., Salesforce Marketing Cloud, Hubspot, Mailchimp or similar) and experience in email campaign setup and management.
- Nice to have: knowledge of HTML/CSS and basic understanding of coding is a plus.

And most importantly: this is just a list on a job page. Don't feel intimidated if you don't tick all the boxes, we are eager to discuss your skills and growth potential.

## Your gains

- You get a market-competitive salary, supplemented with interesting fringe benefits such as meal vouchers, eco vouchers, hospitalization insurance, a mobile phone subscription, a Mac with internet allowance, etc.).
- You have your own training budget and we organize company-wide training frequently.
- You have flexible working hours and in coordination with your team lead the possibility to work partially from home.
- You have a 39-hour workweek, which gives you an extra 6 off work days, on top of the legal 20 holidays.
- We provide great and fun working conditions - just scroll through our social media.

Apart from your skills, we are looking for a real cultural fit! We see new colleagues who contribute to a more diverse work environment as enriching our agency and our work.

## Are we compatible?

- **Spreek jij also een beetje baguette of croissant?** Both? You are more fluent in Dutch and French than this copywriter. English is our common language, but for this role mastering the French language is key.
- **Discovering new grounds or working 9-5?** Bring out the Christoffel Columbus in you. Because you're able to translate the client's briefing to compelling concepts which push the envelope of the industry our clients are in.
- **Doer or thinker?** Doer (with a pinch of thinker). Pro-active is your middle name. You like to put gears in motion and don't mind taking the lead.
- **Solo or team?** You like to work in a team. Talent wins games, but teamwork and intelligence win championships!

## Your office

### Brussels

Your main playground will be the Brussels office - our **Marketing Automation** hub, situated in the EGG building.

- Getting there is easy: just a 5 minute walk from the Brussels South train station or on the N266 near "Studio Citygate".
- 2 Springbok meeting rooms and multiple others available in the building plus a phone booth.
- Need lunch? Brussels offers you endless options when it comes to yummy food - just take a stroll around the neighbourhood or order online.

<https://springbokagency.com>