

Springbok – Online Marketing Consultant

Who are we looking for?

Are you ready to unleash your marketing skills? Do your eyes light up when you enter the Meta Business Manager or when you get briefed on creating a marketing strategy for clients? Don't waste any more time searching, apply now and join our powerhouse team.

What you'll do

- As an Online Marketing Consultant, you are more than delighted to **draw up an online strategy** for clients like [Foodbag](#), or [Ethias](#). Because you're an **all-round marketer**, you're in your element when talking about everything related to online marketing, but also know when to call in an expert.
- You will **set up paid campaigns** on different social media platforms (such as Facebook, Instagram, ...) or work together with our partners (both internal and external) to set up programmatic campaigns, Online TV, Digital Out Of Home, ...
- You know how to **analyse the SEO performance** of our client's websites, ranging from technical opportunities to content opportunities.
- You feel **comfortable in a data environment**, analyzing the impact of your efforts and being able to translate these learnings into concise next steps or action points for you and the client.
- Working at Springbok means **adapting the growth mindset**. You get excited by working closely with the clients, constantly searching for new opportunities to work on.
- You **actively keep up-to-date by following trends** in the online marketing landscape, share these pieces of news with your team on a regular basis, and enjoy training them so they can also improve their skills.
- Through coaching, bi-weekly Online Marketing Labs and monthly 10% room to **discover new trends** - or to dive into "that thing you always wanted to dive into" -, we ensure that expertise is guaranteed.

You will be part of Springbok's digital marketing cell, the home of our digital marketing minds. This means that you will **work alongside a great team of experienced digital marketers**, where you'll find a balance between T-shaped marketers and marketers with a certain expertise domain.

Your (growing) skillset

- This is not your first rodeo. We're looking for someone **who has at least 4 years of experience** in digital marketing.
- You have experience in **advertising** (paid search, paid social, programmatic ...) as well as **data analysis** (Looker studio, GA4, Google Tag Manager, alternative data tools) and have a basic knowledge of **content strategy and SEO**.
- **Multitasking doesn't frighten you, as you're working on various projects for a number of strategic accounts, going from determining their digital strategy to the execution of that strategy..**
- You have a **proactive and customer-oriented mindset**, since we believe in the added value of really being the client's marketing team +1.
- You are a **helper by nature**. You support your colleagues in finding answers to marketing questions and are

happy to provide training if necessary.

- You feel the drive to **stay on top of novelties** within your domain and enjoy sharing your knowledge with the team through the bi-weekly online marketing labs.

Apart from your skillset, we are also looking for a real cultural fit. We are human-centred, team-oriented and growth-driven. It's simply in our DNA. Each of us has a vibrant personality - each in our own way.

What's in it for you

- You get a market-competitive salary, supplemented with interesting fringe benefits (meal vouchers, eco vouchers, hospitalization insurance, a mobile phone subscription, a Mac with internet allowance...)
- You have your own training budget and we organise 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.

Your office

Your main playground will be the Ghent office - our Performance & CSR hub, situated next to the Citadelpark in a beautifully renovated townhouse.

- Getting there is easy: just a 14 minute walk from the Gent-Sint-Pieters train station or drive via the R40
- 5 meeting rooms in all shapes and sizes and 2 phone booths
- Need lunch? Ghent offers you endless options when it comes to yummy food - just take a stroll around the neighbourhood or order online

<https://springbokagency.com>