

Springbok – Performance Marketer | Ghent | 39h

Who are we looking for?

Maybe you started out as a broader digital marketer and gradually discovered that the paid, data-driven side of the job is where you do your best work, or maybe you've known since day one that performance was your thing. Either way, you get real satisfaction from launching a campaign, watching how it performs, and adjusting it yourself.

Reporting on your own results, spotting what's underperforming, and fixing it before the next check-in sounds less like a chore to you and more like a good week's work. If that's you, keep reading.

What you'll do

- **Media planning:** You translate a client's business goals and budget into a clear media strategy and channel plan. You determine the right mix of paid search, paid social, programmatic, Online TV and Digital Out Of Home, and you can confidently explain every recommendation with data, insights and a clear rationale.
- **Campaign setup and execution:** You independently build, launch and manage campaigns across platforms such as Google Ads, Meta, LinkedIn, TikTok and Pinterest advertising. You coordinate with our internal specialists and external partners where needed and ensure campaigns are set up correctly from the start, with measurement and tracking in place.
- **Optimization:** Once campaigns go live, your work is only just beginning. You continuously optimise bids, budgets, audiences, placements and creatives against clear KPIs such as ROAS, CPA and conversion rate. You test hypotheses, challenge assumptions and proactively identify opportunities to improve performance.
- **Measurement and tracking:** You understand that great performance starts with reliable data. You work confidently with GA4, Google Tag Manager and conversion tracking, ensuring data quality and identifying potential tracking issues before they impact decision-making.
- **Reporting & Analysis:** You combine media performance with website data in GA4 and Looker Studio to create reports that clients actually use. You look beyond the numbers: identifying trends, explaining results and translating insights into concrete recommendations and next steps.
- **Client consultancy:** You're more than a campaign manager. You advise clients on media strategy, challenge assumptions and help them make smarter decisions based on data. Whether discussing budget allocation, channel performance or new opportunities, you bring clarity to complex topics and build trusted client relationships.

You'll become part of Springbok's Performance Marketing team: a group of T-shaped marketers and specialists who continuously learn from one another. Through personal coaching, bi-weekly Online Marketing Labs and dedicated monthly time to explore a channel, trend or technology of your choice, we make sure your growth never stands still.

Your (growing) skillset

- At least 2 years of **hands-on experience** in performance / paid media, where you've personally built and run campaigns.
- Proven **experience building media plans** and allocating budget across channels to hit a target ROAS or CPA.
- **In-depth, current knowledge** of paid search, paid social and programmatic, specifically the platforms themselves, not just the strategy layer.

- Fluent in a **data environment**: GA4, Looker Studio and comfortable pulling in alternative data tools when a client's setup needs it.
- Able to juggle **several client accounts** at once, from setting the digital strategy to running the day-to-day execution.
- Proactive, **customer-oriented mindset**, since we see ourselves as the client's marketing team +1, not an external vendor.

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>