

# Springbok – Digital Project Manager | Brussels | 39h

## Your job in a nutshell

As a Digital Project Manager in the Marketing Automation team, you are the link between CRM strategy and a job well done.

With a clear focus on Marketing Automation, it is your responsibility to understand the client mission, the metrics of success, and the messages that are communicated to the target audience and translate them into actual projects. You are a well organized multi-tasker and can make things happen. You draw and follow-up the planning. You are reviewing flows and scenarios with Strategy. You manage the Production team. You support in overviewing the necessary data to feed the flows with the Data Developer. You are sensible to performing design and you can understand the basics of HTML. You will be following up end-to-end communication campaigns and monitor them carefully.

You understand the flows of a consumer journey and you inspire the team with ideas and suggestions for an exceptional customer experience. You believe in omnichannel interactive engagement and seamless flows across web, Email and mobile to drive business results. You want to take part in a world where marketing messages are actually relevant.

## What you'll do

As a Project Manager we count on you to:

- Organise the day-to-day: prioritization, building a planning, understanding the dependencies of the tasks within a project.
- Be able to put people at ease while keeping a tight grip on planning/budget/quality.
- Give basic recommendations in terms of best practices, campaign optimisation and design guidelines.
- Propose A/B testing and segmentation to optimize email performance and ensure targeted messaging.
- Collaborate with cross-functional teams, such as designers, developers, and marketers, to coordinate projects and ensure alignment.
- Identify areas for improvement and propose strategies to enhance campaign effectiveness and customer engagement.
- Be excited about the world of marketing automation and have a basic technical understanding.

## 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 digital project management & marketing communications, including copywriting, email marketing, and/or campaign management. (Agency experience is a plus)
- 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 are eager to learn and have an eye on reporting and campaign results.
- You have excellent communication and collaboration skills to work effectively with cross-functional teams.
- You are up to date with new technologies and curious about the industry trends.
- Nice to have: experience as a Project manager with Selligent, Salesforce, Adobe campaign, Hubspot, Eloqua, or similar tools.

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.
- **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.

