

Springbok – Junior Performance Marketer | Gent | 39u

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Who are we looking for?

Maybe you just graduated and discovered during your studies or internship that the paid, data-driven side of marketing is where your interest lies. Or maybe you've already taken your first steps in digital marketing and want to dive deeper into performance.

Either way, you get curious when a campaign goes live. Why does one ad perform better than another? What happens when you change the audience, budget or creative? And what can the numbers tell you about what to do next?

You don't need years of experience or know every platform inside out. We're looking for someone who has the right foundation, enjoys working with data and is eager to learn the rest on the job. If that's you, keep reading.

What you'll do

- **Campaign setup and execution:** You help build, launch and manage campaigns across platforms such as Google Ads, Meta, LinkedIn, TikTok and Pinterest. You'll start working on real campaigns from day one, with experienced colleagues there to guide you.
- **Optimization:** You follow how campaigns perform and learn how to optimise budgets, audiences, placements and creatives against KPIs such as ROAS, CPA and conversion rate.
- **Measurement and tracking:** You learn how tools such as GA4, Google Tag Manager and conversion tracking help us understand campaign performance and make better decisions.
- **Reporting & Analysis:** You combine media performance with website data and learn how to spot trends, explain results and turn them into clear next steps.
- **Media planning:** You'll gradually learn how we translate a client's business goals and budget into a media plan and the right mix of channels.
- **Client collaboration:** You'll join client meetings and learn how we present results, explain our choices and advise clients. As you grow, you'll gradually take on more responsibility yourself.

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

- You recently graduated or have your first hands-on experience in digital marketing through an internship, student job or first job.
- You have a clear interest in performance marketing and paid media.
- You have some basic knowledge of platforms such as Google Ads, Meta Ads or GA4. This can come from your studies, an internship or your first work experience.
- You enjoy working with data and numbers and are curious about what sits behind the results.

- You're eager to learn and aren't afraid to ask questions, try things out and take feedback on board.
- You can keep an overview when working on different tasks or clients.
- You have a proactive, customer-oriented mindset and want to learn how to become part of the client's marketing team +1.

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...)
- We organise company-wide training frequently & invest in growth on a personal level.
- 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>