

Achilles Design job description:

Digital Growth Marketeer

About Achilles Design

Founded in 1994, Achilles Design is a fast-growing innovation & design agency with a deep-rooted track record in developing truly meaningful innovation for its clients.

With a highly creative workforce of senior product designers, engineers, digital, graphic & brand designers, as well as innovation consultants, we are specialists in innovating the core products and processes of our clients, who range from young growth businesses to multinationals.

Driven to create positive user experiences, our core competency is the mastery of the whole creative process from design ideation to mass production and implementation. On various occasions, we have proven that we can manage very complex design trajectories that include mechanical, electrical, electronic, software, and digital engineering challenges.

We are experienced in innovation consultancy including business process (re-)design and developing and implementing complete innovation trajectories. We also conduct innovation and design thinking workshops.

Our clients appreciate us for our competences around product design, process design, system design, graphic & brand design, prototyping, 3D printing, planning and preparing industrial manufacturing processes, business process (re)design as well as design research.

Throughout our history, we have registered dozens of patents and won many design awards, both in Belgium and international.

For more information about Achilles Design, visit our website www.achilles.be

Job function:

Digital Growth Marketeer

Job Description:

- You have extensive knowledge and hands-on experience of the key digital marketing disciplines incl. SEO / SEA, social media, PR, emailing, content marketing, Google Analytics, Google AdWords, etc.
- You have the personal maturity and relevant knowledge and experience to take a leading role with respect to the various digital marketing disciplines. You are a natural authority in your field.
- You know how to structure websites that convert well, according to the newest best practices.
- You can structure, plan, and create digital marketing campaigns on Google Ads, LinkedIn or any other relevant platform.
- You are experienced in managing a content marketing strategy, incl. filmed interviews and the creation of various content derivatives, tailored to all kinds of relevant platforms.
- You have strong analytical skills that allow you to analyse complex problems, work out and communicate optimal solutions and to identify and strengthen growth levers.
- With respect to digital marketing, you know how to track, monitor, and measure success.
- You have excellent communication skills, both in Dutch and English, in writing and speaking. You can write punchlines and calls-to-action for the web.
- You enjoy working with different levels of colleagues and clients, from junior to executive level.

- With regard to the customer, you are a strategic partner who is constantly looking for opportunities to generate as much added value as possible.
- You can give a clear presentation to the customer in words and images. You can win other people with your enthusiasm.
- You maintain a network of suppliers to producers and development partners.
- You know how to meet your deadlines through good planning and communication.

Profile Requirements:

- You have a Masters or Bachelor diploma in a relevant discipline (for example Digital Communication & Marketing, Entrepreneurship, software engineering, etc.)
- You have a mature personality, and you are a natural authority in your field
- You are a good planner and an excellent communicator overall
- You are able to communicate your digital marketing strategies and plans to senior level management
- You have high ethical standards and a good sense of initiative and responsibility
- You are passionate about design and technology and you are pragmatic.
- Language skills: Dutch (very good), English (very good)

What we offer:

- At Achilles Design, which is organised as a self-managed organisation, you work at the forefront of innovation in Belgium with access to newest trends in product design & engineering, digital, innovation & service design, as well a brand design.
- We offer a challenging set of multi-sector projects that are typically strategic for our clients.
- You find an exciting work environment influenced by dynamic, creative, and multidisciplinary teams.
- Our organisation has a young, positive and open-minded culture with the ability to permanently reinvent itself.
- We offer an attractive to above-market total compensation package.
- At Achilles Design, you have the opportunity to contribute to the success of truly meaningful innovation for our clients.

Interested:

Please send your CV to jobs@achilles.be or call +32 (0)15 41 02 72 for further inquiries.

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