

# BOSAQ I Water Experts – Marketeer

## Marketer

In your role as **Marketeer**, you will be responsible for effectively spreading our mission to the world!

You work together with the management team to **roll-out our marketing strategy** and strengthen **BOSAQ's in market position**. You make sure we are known as the company that develops and build innovative solutions to secure process and drinking water worldwide in a circular and socially responsible way.

You will achieve this by:

- Designing, implementing and managing the yearly **marketing plan**
- Mapping market trends, conducting market research and monitoring competition
- Translating our goals into **powerful communication** towards our different **customer segments**
- Organizing relevant **events**, conferences, seminars and developing network platforms
- Overseeing the company's **online presence**, including writing and scheduling social media posts and managing our website
- Planning, executing and optimizing **digital marketing campaigns across various channels (e.g. SEA, newsletters, social media, ...)**
- Partnering up with the sales team for **solid lead generation**
- **Systematically tracking campaign performance** and analyzing results.
- **Designing all external communications** (website, newsletters, social media content, publications, brochures, press releases, editorial texts)
- Creating a great BOSAQ **network of believers** (suppliers, clients, potential employees, ...)
- Working hand-in-hand with stakeholders to build **BOSAQ (employer) brand**
- Ensuring every touchpoint builds our **brand identity**

## Skills

As Marketeer, you have at a minimum the following

- A bachelor's or a master's degree in Marketing & Communication
- 3-5 years relevant marketing experience, preferably in a B2B context
- Fluency in **both Dutch and English**
- You have a strong digital background
- Good communication skills
- Excellent project management and organizational skills
- A self-starter mentality. You like to pick up abstract ideas and convert them into practical actions

- A result driven attitude, and a sharp analytical eye
- You are skilled in MS Office, WordPress, Adobe Pro, MailChimp and graphic design

## Attitudes

- You are a creative and communicative user of new media, and are open to new technologies
- You are a strong networker who gets easily in contact with other people
- You are a team player
- You enjoy a challenge, and can think outside the box
- You have a solution driven mindset
- You have a valid work permit/permission to work in Belgium (relocation not provided)

## You will feel like a fish in our water if...

- You like honest, straightforward, and to-the-point communication in **Dutch and English** (open feedback make us all better)
- Integrity is one of your key values
- A '**work hard-play hard**' culture in a pleasant and dynamic start-up drives you
- You are **socially engaged** and you believe in the power of 'business as a force for good'
- You don't take yourself too seriously

## You'll love us for

- **Changing the world** for the better and giving you the chance to be a part of it
- **Investing** in you: we believe talent like yours needs to be fostered and watered regularly for it to grow
- Providing you with opportunities: our company is growing and so will you
- An **attractive and creative remuneration package** for a job with impact
- A flexible schedule in place and time: you **schedule your work as it fits you**, to be at your best

<https://bosaq.com/>