

## Junior Marketeer

Data-driven, creative, and ready to make impact. You use insights and analytics to continuously improve our website, content, and campaigns – always finding the right message, through the right channel, at the right time.

### Your role

- **Brand & positioning:** Safeguard and strengthen our brand identity across customers, partners, and prospects within the software and data industry.
- **Content & SEO:** Create and optimise web pages, blogs, and landing pages to enhance our visibility and conversion performance.
- **AI & data analysis:** Use AI tools and dashboards to analyse behaviour, trends, and results – turning data into actionable insights.
- **SEA & performance marketing:** Plan and manage campaigns in Google Ads and LinkedIn, monitor performance, and optimise for ROI.
- **Dashboarding & reporting:** Develop dashboards to make marketing results visible and measurable.
- **A/B testing:** Run experiments to improve copy, visuals, and campaign results continuously.
- **Marketing automation & CRM:** Use segmentation and workflows to personalise emails, campaigns, and lead nurturing.
- **Innovation & trends:** Stay up-to-date with digital marketing, AI, and automation trends and translate them into fresh ideas for our strategy.

### About you

- Bachelor's degree or equivalent level, with at least 1 year of experience in online marketing or data-driven marketing, ideally in a software or B2B environment.
- You think analytically and creatively – you love data but know how to craft a strong story.
- Visually minded, comfortable collaborating with designers or using tools to create impactful assets.
- A team player with strategic insight, coordinating closely with Sales, Product, and Management to strengthen our market position.
- Excellent writing skills in both Dutch and English, with a feel for tone, clarity, and brand consistency.
- Available 32–40 hours per week.

Ready to shape the marketing future of a fast-growing software company where data intelligence meets innovation?