

# STRAREX<sup>®</sup>

STRATEGIC MARKETING AGENCY

At STRAREX we excel at disrupting conventional marketing and operations. With a house full of experts in each area of marketing, we're continuously pushing the limits and genuinely helping our clients and their teams. As their full-service Strategic Marketing Agency we are always innovating our clients marketing by creating the most optimal strategy to achieve our client's goals. At STRAREX we focus on growth and reliability, we gather and analyse data to optimize ROI via tailor-made strategies. To further support our growth and extend the service to our clients we are looking for a

## Head of Digital

### Your role ...

- gain a holistic view of the client's business problems.
- lead and further develop both our internal and external Digital Marketing team.
- understanding how digital is transforming client's business and identify or create new opportunities for using digital to drive business growth.
- proactively prioritise growth and performance through data-driven performance management and optimisation.
- measure and report performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- manage multiple digital programs and projects.
- guide digital transformation strategies and build up growth strategies to enhance ROI for data-driven Marketing.
- keep informed of the latest technology, trends, innovations and tools especially in the areas of customer data platforms, marketing automation, data integration, master data management, marketing resource management, digital asset management, web content management, mobile, and social media.

### You...

- have experience in leading a digital marketing team with ideally broader experience across brands and partnerships.
- are experienced with processes and tools to push digital growth.
- have a strategic approach and are able to translate client data into relevant hands-on digital marketing strategies.
- have strong analytical skills to measure activity and drive performance.
- can express yourself, your ideas and vision fluently in both English and Dutch.
- have a proven track record of building successful teams.
- are a builder and eager to bring a company in full growth to the next level.

### What we offer you...

- You will join a warm, open-minded and hard-working team that is ready to disrupt the way traditional companies do marketing. At STRAREX entrepreneurship and teamwork are the core of what we do.
- We are very keen on training our team and have a lot of programs to ensure the development of your skills, expectations and alignment within our team.
- A competitive wage with extra-legal benefits.

Interested?

Convince us that you are the right person to bring STRAREX to the next level.

Contact our recruitment partner FLY via [info@flyconsult.eu](mailto:info@flyconsult.eu)

**Selection exclusively through FLY**



**FLY**

GROWING LEADERS