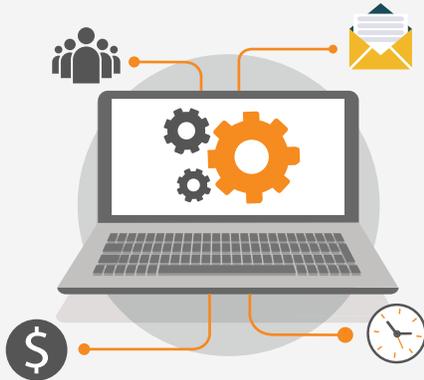


STRATEGIC DIGITAL MARKETEEER

Lansweeper is a software package used by IT professionals in medium-sized businesses as well as the most well-known multinationals and organizations for the inventory, analysis, and management of their entire IT network.

Want to know more? Take a look [HERE](#).

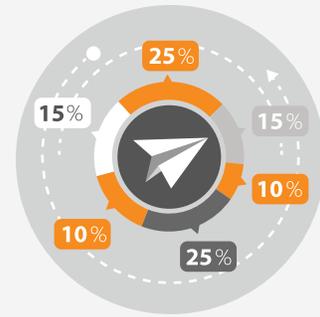
A day in the life of



Design & Build



Communicate



Execute & Manage

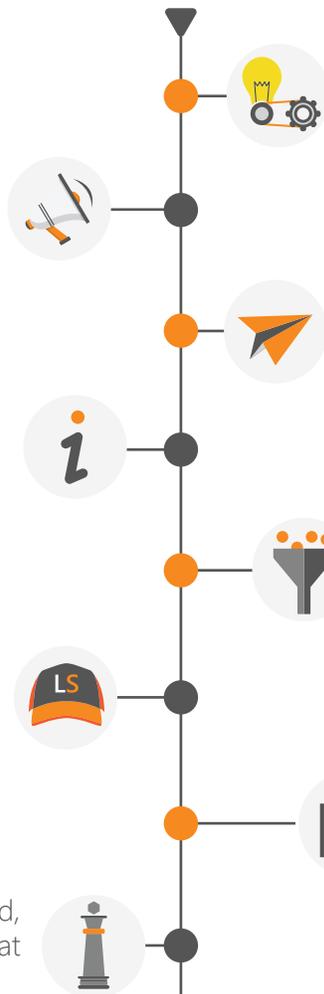
Quality is built on knowledge. In your first months, you lay your foundations by joining our customer service team, complemented by an internal training program.

You **communicate** with all departments to generate quality content that attracts, convinces and nurtures with the objective to inform, up- and cross-sell.

You inform potential and existing customers of the value that Lansweeper holds and guide potential leads into the marketing funnel.

You reinforce the brand identity of Lansweeper.

You assist management through advanced, cross-platform tracking & reporting that aids strategic decisions.



You **design** and **build** our marketing automation platform along with retargeting initiatives and lead nurturing processes across all segments, products & services from scratch.

You **execute** and **manage** targeted marketing campaigns through email, social and other proprietary channels.

You coordinate with Sales to fine-tune and align our lead generation with our conversion strategy.

You track, measure, report and improve ROI on a continuous basis.

Hi! My name is [your name here] I'm the new Strategic Digital Marketeer



[Paste picture here]



[Paste picture here]

I am someone who



is enterprising and has a commercial mindset.



thinks strategically and analytically.



is dynamic, committed, hands-on and passionate.



has excellent organizational skills.

I have a



relevant professional bachelor's degree or higher.



thorough knowledge of written and spoken English (CEFR B2).



minimum of 5 years' experience in a marketing setting.



proven, successful track record of achieving ambitious goals.



Going for gold?



Worked with cross-platform tracking software before?



IT geek with a broad and active interest in IT?



Experience in software marketing and customer journey analysis?

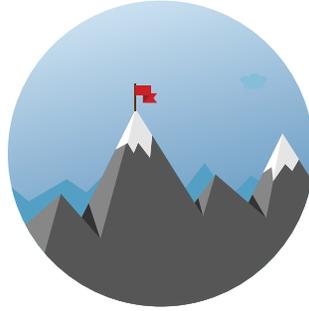


Experience with the world of B2B e-commerce?

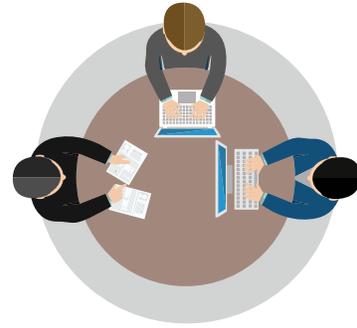
Our offer you can't refuse



Growing along with a company
in full expansion



Variation, challenges,
and responsibility



Easygoing teamwork



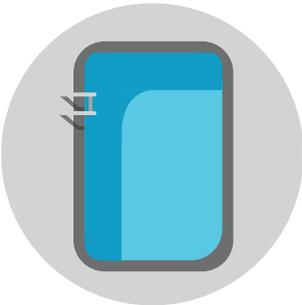
Internal and external training



Competitive wage
Interesting bonus



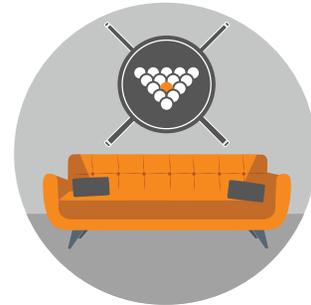
Non-statutory benefits



Indoor pool



Foosball tables
Arcade



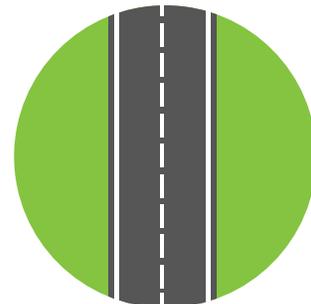
Pool table
Lounge



Close-knit group



Office located in a peaceful,
green environment



Central and convenient
office location

Goesting?  Careers@lansweeper.com