

Marketing Operations Officer

Leuven, Belgium (Europe)

Full-time

About THEO Technologies

THEO is a fast growing scale-up on a mission **to change the way the world streams video over the internet**. We empower the world's leading media and entertainment companies to deliver cutting-edge video services, efficiently and on any device. Our **flagship product is THEOplayer** which simplifies video streaming with a **universal video player** across different devices and platforms (browser, Android, iOS, Roku, ...) offering a variety of features like content protection, advertisements, analytics, and so on. Next to THEOplayer we work on the future of streaming with some **innovative technologies** like our own ultra low-latency streaming protocol **HESP** (High Efficiency Streaming Protocol).

In our industry it's not the big fish eating the small but the **fast fish** eating the slow. Therefore we have a **bias for action** with a culture that is built on **high performance and self-development**. We believe a **great workplace is stunning colleagues** working together and inspiring each other to learn and grow.

Ever seen the last COVID update on **vrtnu**? That's us! Have you ever streamed a movie through **VOO TV, Yugo or Yelo**? That's us! Have you watched the American presidential election on **CNN**? Also us!

Your role

As Marketing Operations Officer with THEO Technologies, you'll be our "jack-of-all-trades" when it comes to **marketing operations**. In the morning you could be working on our website, while in the afternoon you could be diving into a customer case study. The next day you're setting up a webinar to bring our newest technologies and solutions to (potential) customers.

The Marketing Team is primarily focused on improving its **lead generation** by emphasizing on scalability and consistency. You will join a young, ambitious team that is rebuilding its foundations.

If you are a **hands-on** professional, passionate about marketing and eager to deliver results, you're at the right address!

What you'll learn and do

- **Co-develop and execute lead generation initiatives** in our marketing automation platform HubSpot. Creation of landing pages, web pages, setup of blog pages, webinars, ...
- **Manage our website.**
- **Coordinate content delivery**, deliver top-notch technical articles on the agreed deadline based on input from colleagues/customers/partners.
- Develop and deliver compelling **email campaigns** as well as copy for social posts.
- Make **recommendations to improve** email campaigns and platform performance based on your analysis of metrics.
- Support with **illustrations** in Canva, if possible also in Adobe Illustrator/Photoshop.
- **Provide Marketing support** to frontline teams (Sales and Account Managers) if needed.
- **Manage and complete** other marketing assignments as needed to support campaign execution.

About you

- You have a **Marketing Degree or equivalent.**
- You have **at least 2 years of Marketing experience**, preferably in B2B marketing.
- You have a good understanding of the **inbound** methodology.
- You thrive in a **fast-paced**, agile environment.
- You are a **pragmatic problem solver.**
- You are **result driven.** "Every action is linked to a result", that's your mantra.
- You have excellent written and oral communication skills in **English.**
- You are **eager to learn** about all aspects of Marketing.

You'll definitely catch our attention if you have experience with one (or more) of the following **tools**:

- HubSpot;
- Adobe Illustrator/Photoshop;
- HTML5 and/or CSS.

What we offer

- A versatile **full-time** job in the animated city Leuven.
- An attractive salary with plenty of **extra benefits.**
- **Relaxed and fun** atmosphere.
- A stimulating working environment with **nice and passionate** colleagues.
- Personal development: a chance to **grow** and to develop your strengths while working with many bright minds.
- **Flexible hours and working from home.**
- **Regular and fun team activities.**