



Digital Marketing Officer

About us

Ubidata, is a Brussels-based company, we are a **major market player** in our sector. Ubidata develops and commercializes **mobile IT solutions for the transport & logistic industry** that allow our customers to optimize their goods and fleet management. We can count numerous leading companies among our clients (Delhaize, Renmans, Lineas, Gielen...).

Our tools help our clients be efficient and professional in their fleet management process.

Still, we actively seek to innovate in all aspects that impact the industry, including ecological and cost-saving measures.

Our motto is:

"The right information in the right place at the right time"

But in this case also "The right person in the right place at the right time"

Could you be that person? If you would like to work in a friendly, dynamic, and growing business environment, you should consider joining us!

Currently, we are looking for a

Digital Marketing Officer (f/m/x)

You will be responsible to:

- **Plans and executes** all web, SEO/SEM, Email, Social media, and Display advertising campaigns.
- **Design, build and maintain** our social media presence.
- Implement marketing **communication plans** for new releases, launches, and communication with existing and potential customers.
- Introduce and promote new features to existing customers through our track and trace portal.
- **Prepare, plan and manage** the publication of all marketing material to maximize brand & product promotions with a clear focus on digital media.
- **Collaborates** with internal teams to plan, develop, and produce inspiring and motivational stories, sales campaigns, and promotions.
- **Measures and reports** performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- **Provides thought leadership and perspective** for adoption where appropriate.
- **Plan and manage** project marketing events and evaluate their success.

The ideal profile of the Digital Marketing Officer:

- Fluent in **French and Dutch** (written and spoken), excellent command of English.
- You have a bachelor's degree or equivalent experience in the profession or industry.
- You are **fascinated by Digital marketing** and innovating media.
- You are a **great communicator** and have **excellent copywriting skills**.
- Experience in **graphic designing** is a plus!
- Familiarity with **marketing software** and technologies (such as Photoshop, Illustrator, Mailchimp, google analytics, Google Adwords, etc.)
- **Interest in IT B2B is a big plus!**
- Good knowledge of MS Office.
- Well organized, able to prioritize, and can work under pressure.
- **Good team player.**

Ubidata offers:

- A job wherein you can take **initiative and be creative!**
- A **full-time contract**.
- **An attractive salary package with a range of extra-legal advantages**
- A **flexible working environment**, 50% homeworking possibilities
- An **excellent working atmosphere within a young and dynamic, joyful team**



In a nutshell!

If you are bilingual Dutch-French, passionate about marketing and communication, creative and organized, and interested in our offer, act now: Apply and become part of our team!

<https://ubidata.com/en/news/193-ubidata-is-looking-for-digital-marketing-officer.html>

Send your resume and motivation letter immediately to sybille.de.rycke@ubidata.com. Your application will be treated in the strictest of confidence and following the current data protection provisions.

UBIDATA NV/SA

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Visit our website (one of the projects on which you'll work 😊): www.ubidata.com.