

Digital Marketer student worker

Why work with us?

Are you a student with a passion for digital marketing looking for an exciting opportunity to develop your skills and gain valuable experience? Upthrust, Belgium's premier growth marketing team, is seeking a part-time student growth marketer to join our team for 2 to 3 days per week.

As a member of our team, you will:

- Build the knowledge, skills and experience to kickstart your digital marketing career 🚀
- Work with a high-performing team of ambitious, driven, and fun individuals who are always pushing themselves to become better and aim higher;
- Receive coaching and training from our growth marketing experts;
- Connect with your colleagues during office lunches, after-work drinks, rooftop parties, squad dinners, and cool team building activities, such as karting, paintball, and VR games.

Your Mission

As a part-time student growth marketer at Upthrust, you will work in a squad with experienced growth marketers on multiple client projects, each with their own growth objective. Projects can be focused on B2B, B2C, e-commerce, lead generation, recruitment and market validation. Together with your squad, you will design, execute, analyze and optimize experiments for these projects.

Potential responsibilities include:

- Building a quiz, simulator, or other creative ideas and implementing them right away;
- Conducting experimental paid advertising on various channels, such as Facebook, Instagram, LinkedIn, Google, TikTok, and others;
- Writing converting copy for landing pages and driving traffic to them;
- Performing A/B testing and multi-variate testing on visuals, copy, and angles and finding the best performing one for your target audience;
- Optimizing ROI and/or ROAS;
- Setting up tracking and analytics;
- Reporting, analyzing and making data-driven decisions.

Requirements

We value talented individuals who can make a real impact. We would love to hear from you if you:

- Are studying for an advanced degree, relevant to our practices (e.g. Digital Media Management, Digital Marketing & Communication);
- Have a growth mindset and get things done;
- Are curious, data-driven, hungry to learn, and love to challenge yourself;
- Find a solution to every problem;
- Are an effective communicator;
- Take ownership of your projects, your wins, and your failures;
- Are fluent in English and Dutch, spoken and written;
- Are a student who is an EU citizen or can legally work in Belgium now and in the future without any type of sponsorship;
- Live in Belgium or can relocate at your own expense;
- Are fun to work with and love a good laugh.