

DESOTEC – Performance Marketeer

Performance Marketeer

Are you a dynamic and driven individual looking to take full ownership of paid media efforts? Do you have a passion for digital marketing and a proven track record in managing and optimizing paid media campaigns? And **do you want to be part of DESOTEC's mission to protect the planet?** If so, the position of Performance Marketeer at DESOTEC is the perfect fit for you!

Who is DESOTEC?

DESOTEC is an international environmental services company that helps protect the planet with **sustainable mobile filtration solutions** for the purification of liquids and gases.

We have **approximately 450 employees, united in Generation D.**, who are all committed to helping protect the planet by driving positive ecological change across all industries.

Private equity funds managed by **Blackstone** acquired DESOTEC in 2021.

What do you do as a Performance Marketeer at DESOTEC?

1. **Paid media management:**

- You take ownership of all paid media activities, including Google Ads, Bing Ads, and LinkedIn Ads.
- You ensure the effective use of local keywords and continuously test new ad formats.
- You set up, maintain, and future-proof our paid advertising accounts to ensure optimal performance.

2. **Tracking, optimizing & reporting**

- You A/B test new ad formats and landing page layouts to maximize conversions and performance.
- You report on all advertising activities to assure that we remain on target and create visual dashboards.
- You add custom tracking code via our tag manager to build optimizing plans to maximize conversions
- You can build reporting dashboards that are activators for future changes with our paid media strategy

3. **Collaboration:** You conduct recurring meetups with our sales teams to refine keywords and incorporate regional focus into our advertising strategies.

4. **Account-based marketing (ABM):** you run ABM campaigns to support key accounts, ensuring targeted and effective ad delivery.

5. **New platform exploration:** you leverage YouTube and explore new and upcoming platforms to stay ahead of digital marketing trends.

What does your team look like as a Performance Marketeer?

As a Performance Marketeer, you'll become the 6th crucial member of a creative, dynamic marketing team. You'll **report to the Marketing Manager** and closely collaborate with your colleagues in sales, and business and product development.

Who are you as a Performance Marketeer?

- You have proven experience in managing **Google, Bing and LinkedIn Ads**, and are familiar with **ABM campaigns** and **key account strategies**.
- You understand the ins & outs from Google Tag Manager & Google Looker Studio
- You possess a strong understanding of **keyword research**, and have experience with **A/B testing** and optimizing ad formats and landing pages.
- You have excellent analytical skills to monitor and report on **campaign performance and ad budget**.
- You can **collaborate with sales teams** to adjust strategies based on regional insights and are **proactive** in exploring new lead generation sources.
- You are **inquisitive, analytical, communicative**, and have an international mindset.

If you can't tick off all the boxes, but you do recognize yourself in our three core values *Teamwork, Excellence* and *Devotion*, then we definitely invite you to take a chance and apply!

What's in it for you?

It goes without saying that you get a lot in return in exchange for your unbridled dedication and enthusiasm:

- **A competitive salary** – We guarantee you a (more than) competitive base salary, depending on your experience.
- **Fringe benefits** – To optimize your salary package, you can count on a smartphone with a mobile subscription, a generous net expense reimbursement, meal vouchers, group and hospitalization insurance (AG Insurance), a non-recurrent CAO90 bonus, two annual gross bonuses, and the option for bicycle leasing after one year of service.
- **Discounts through partnerships** –As part of the Blackstone group, all internal DESOTEC employees also enjoy discounts on BRE-Hotels (a collection of Blackstone-owned hotels and resorts). Through Benefits at Work you get discounts at Center Parcs, Zalando, bol.com, Krēfel, Decathlon and many more.
- **Work-life-balance / hybrid working** – You work during flexible hours and get the freedom to spend 2 days a week in your home office after a training period.
- **Time off to schedule freely** – At DESOTEC there is no collective closure. You enjoy 29 paid vacation days and have the freedom to take 10 unpaid vacation days on top of that. This way you can increase your number of vacation days to 29days!
- **Personal & professional growth** – You will have every opportunity to immerse yourself in your new role, but also to grow personally and professionally through an extensive range of training courses.
- **Structured onboarding** – We prepare a tailored onboarding plan for every new starter, ensuring a smooth integration into your team, tools, and DESOTEC's mission from day one.
- **Stay active & social** – As an employee with a permanent contract, you can enjoy one free group sport lesson/activity per week at the Vision 21 gym in Roeselare, including activities like boxing, pilates, spinning, padel and more.
- **Fun and relaxation** – You will regularly be invited to one of the many afterworks and other fun activities. Each team also gets a team building budget – it's up to you how you spend it!

Our purpose and mission?

At DESOTEC, we are committed to building a **cleaner, greener world for all**. We strive to helping protect the planet by driving positive ecological change across all industries. Witness our mission with your own eyes in the DESOTEC [purpose movie](#).

Curious to find out more about your potential future employer? Check out www.desotec.com and follow us on LinkedIn, Facebook and Instagram via @desotec.

