

DESOTEC – Performance Marketeer

Job offer: 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!

What do you do as a Performance Marketeer?

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.

Personality traits: you are inquisitive, analytical, communicative, and have an international mindset.

What's in it for you?

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

A competitive, motivating and full salary package including **meal vouchers, group insurance, hospitalization insurance, net allowance fee...**

You can enjoy great discounts (Center Parcs, Zalando, bol.com, KrÅ«fel, Decathlon...) via our **Benefits at Work** platform.

You work during **flexible hours** (start between 7.45am and 8.45am). On Fridays, you can even start the weekend a bit earlier!

You can **plan your leave completely freely** in consultation with your colleagues (no collective closure!).

2 home working days per week after a training period "to plan as you wish, in consultation with your direct team members.

Personal and professional growth via **tailor-made training courses**.

You receive regular invitations to one of the many **afterworks** and/or other fun activities. Work satisfaction? Check!

To protect the planet " that's our mission at 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're committed to building a cleaner, greener world for all. With our unique sustainable, mobile filtration solutions, purifying liquids and gases, we are committed to helping protect the planet by driving positive ecological change

across all industries.

Join Generation D.!

DESOTEC has 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. Further information is available at www.desotec.com.

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