



Job Description

Job Title: Digital Performance Marketeer

Location: Ghent, Belgium

About Fully

Our work is about being better at being human. We know that the divide between “work” and “life” is an illusion, and that healthy living depends on a healthy workspace. We believe this should be available to every person, from the basement studio to the downtown office. We understand the connection between a healthy body, healthy mind, healthy business and a healthy world.

As a certified B Corp, we believe that business should be a force for good in the world. There is a shared road ahead, building communities that enrich each other and our environment. For us, being a B Corp is about our commitment to walking that road.

We hire people we believe in and who are equally passionate about engaging in a progressive and active workplace. We are constantly moving, learning, and evolving both personally and professionally. Ultimately, we believe life is too short not to love where you work. We expect all team members to simply, “come as you are” and we truly mean it.

Overview

As a direct-to-consumer, digitally native company, selling to customers online is core to what we do. In this role, you'll play a critical part in finding opportunities and improvements to the way we drive paid traffic to our websites, driving sales growth and B2B sales leads.

Skills and Competencies

1. Proven working experience in traffic acquisition, growth hacking or advanced digital marketing experience (SEA, SEO, Display, Social advertising, Email marketing, Marketing automation flows).
2. Must show a proven track record of well organized and thoughtfully executed marketing campaigns, funnels optimized around personas, and optimized landing pages.
3. Highly creative with experience in identifying target audiences and devising digital campaigns in line with our brand story that engage, inform and motivate.
4. In-depth understanding of paid advertising platforms is a must (Adwords, Social Ads).
5. Working knowledge of analytics tools (e.g., Google Analytics, Datastudio, Tableau).
6. Able to work in a fast-paced, self-directed environment, genuinely driven to grow our business.
7. Expert working knowledge of Excel and experience building reports is a must.
8. Ability to maintain and organize multiple project schedules
9. Strong analytical mindset and data-driven thinking
10. Exceptional verbal and written communication skills
11. Almost obsessive attention to detail is a must.

Duties

1. Support Fully's eCommerce department and broader Digital Marketing Strategy.
2. Plan, create, and manage marketing campaigns across a variety of channels.
3. Optimize bidding at keyword, placement, device, geographic, demographic, and other levels.
4. Perform daily management of PPC campaigns (review expensive under-performing keywords and ensure PPC campaign does not exceed monthly budgets, and assess against goals - ROI, other important metrics).
5. Present the performance of campaigns by generating weekly and monthly performance reports to management analyzing trends, goals, opportunities, and other key performance indicators.
6. Identify market trends and opportunities, evaluate emerging technologies and provide leadership and perspective for adoption of new growth strategies to boost customer acquisition.
7. Execute and report on digital marketing and traffic acquisition efforts including Google Adwords, Google Shopping, Bing, Instagram, Amazon, LinkedIn, YouTube, Facebook and other opportunities as they arise.
8. Coordinate with peers at Fully and partners to optimize our advertising campaigns, inclusive of advertising copy, creative assets and landing pages to optimize user experience.
9. Work in concert with stakeholders in North America and Europe to develop ad strategies and budgets.