

Digital Marketing Manager

About us

At iopool, we aim to become the #1 pool assistant in Europe. We are digital and innovative pool tech specialists with the best customer support in the pool business.

We want to make pool care as easy as possible. We guide pool owners through from the first steps to a better understanding of their water balance.

Our long-term goal is to bring innovative solutions that aim to decrease the overconsumption of chemicals, using a more accurate dosage or developing products allowing a decrease in biocides usage.

We are a passionate and young team composed of talented people, who bring their enthusiasm in a fast-growing disruptive project.

Who are we looking for?

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

You should have a grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. You will work with the marketing team, supporting team (such as Customer Support), and vendors to launch campaigns on time and on budget.

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests

- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

About you

- Bachelor's degree in marketing or a related field
- Proven experience in digital marketing, leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Fluent in English and French (Dutch is a plus!)
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Knowledge of digital marketing and analytics tools (e.g., Google Ads, Google Analytics, SEMrush, Facebook Ads, Mailchimp)
- Experience with Shopify or Wordpress is a plus !
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

What can we offer you?

- A great challenge in a fast paced environment
- Having responsibilities like in no other place
- A desk in our cool headquarter office at the Scientific Park, Sart-Tilman, Liège
- Possibility of working remotely
- Quality coffee, weekly team lunch and monthly team drinks
- Ability to grow with the company
- A competitive salary and package

To apply, send your resume and a brief explanation (in French, 100 words max) on why you'd like to be part of our journey to apply@iopool.com