



DIGITAL MARKETING OPERATIONS OFFICER

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Erkenningsnummer
VG. 1690/BO B-AB10.018.

JOB DESCRIPTION

As our Digital Operations Officer, you will play a pivotal role in driving our digital initiatives and optimizing our online presence. Your expertise will ensure that our digital platforms and omni-channel campaigns are not only effective but also innovative, helping us to reach and engage with healthcare professionals and patients more efficiently.

By maintaining and enhancing our digital assets, you will help us stay at the forefront of the pharmaceutical industry, ensuring that we continue to make a significant impact. Your work will directly contribute to the overall success of our Belux affiliate and our ability to serve the rare disease community.

KEY RESPONSIBILITIES

- Maintain and evolve our externally oriented digital platforms and Belgium websites.
- Create, update and guide digital assets through approval for cross-channel use.
- Develop and execute comprehensive digital engagement journeys.
- Plan content across digital channels.
- Plan, write, and post social media content.
- Create, test, and deploy Veeva-approved emails.
- Develop communication campaigns and materials.
- Be the key contact for global digital/IT and IS teams.
- Evaluate and engage with global/local digital service providers.
- Develop individualized customer journeys based on CRM data.
- Build Closed Loop Marketing (CLM) content linked to CRM and Veeva.
- Implement SEA/SEO to increase digital conversions.
- Evaluate new social and digital channels and implement as agreed.
- Assist in executing digital communications for patient access/community engagement.
- Participate in global and local relevant marketing/operations meetings.
- Develop and coordinate long-term omni-channel content plan.
- Analyze data to report on marketing campaign effectiveness and drive adaptations.
- Drive digital optimization and contribute to multi-channel brand planning.
- Stay updated on digital pharma developments and share best practices.
- Innovate and experiment with new techniques and technologies.
- Coordinate with digital service providers and medical media.

QUALIFICATIONS

- Minimum a bachelor's degree in Digital Marketing, Communications, or a related field.
- Proven experience in digital marketing operations (projects, campaigns), preferably in the pharmaceutical industry.
- Basic (para)-medical knowledge or interest, with the ability to develop scientific knowledge related to our disease areas and products.
- Experience in working with healthcare professionals (hcp's) and understanding their unique needs and communication preferences.





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- Strong analytical skills to interpret data and optimize digital campaigns.
- Ability to manage multiple projects and meet deadlines.
- Innovative mindset with a willingness to experiment and drive change.
- Strong interpersonal skills to collaborate with cross-functional teams, including global marketing/digital/IT & IS teams, and external digital service providers.
- Familiarity with SEO/SEA strategies and tools.
- Knowledge of (digital) compliance and regulatory requirements in the pharmaceutical industry in Belux.
- Strong understanding of CRM systems and data analysis.
- Experience with social media management and content creation.
- Operation of AI tools to enhance digital marketing efforts.
- You're a proficient in English, French and Dutch (written and verbal).

