



DIGITAL PROJECT MANAGER

IMKE SELLESLACH

SR. Executive Search Consultant
+32 479 30 59 84
imke.selleslach@hronegroup.com

HANNE VAN GORP

Executive Search Consultant
+32 478 84 84 39
Hanne.vangorp@hronegroup.com

HR One Group
Henkelsite
Persilstraat 51 bus 01
3020 Herent - Belgium

tel. +32 16 29 78 31
fax +32 16 62 30 13

www.hronegroup.com

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

JOB DESCRIPTION

For a fast-growing company with tremendous ambition to be the world's most famous "go-to partner" for all information on environmental, health and safety compliance, we are looking for a Digital Project Manager.

RESPONSIBILITIES

Ownership of the Digital Experience

- Driving the company's digital lead generation programs.
- Driving the customer experience improvement programs in close collaboration with the Head of Customer Success.
- Collaborating with internal teams to create digital assets (e.g. Landing pages) and optimizing user experience.
- Identifying critical conversion points and drop off points and optimizes user funnels.
- Building and continuously improving a scoring system to qualify marketing leads and design process flows to share with the Sales Team.
- Identifying and leading digital projects to better understand our customers.

Project management of all the digital projects

- Act as a product owner of the company's website to maintain the solution, develop new features and improve the customer journeys & automations.
- Manage all digital projects (GTM, lead generation content...) from briefing to planning to delivery.

Responsible for digital metrics & reporting

- Measure and report performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Plan, execute, and measure experiments and conversion tests.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.





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- Internal evangelization to ensure digital metrics and mindset are understood within the company.

REQUIREMENTS

- 5-10 years hands-on experience of Digital Marketing including the use of a marketing automation solutions such as HubSpot or Dynamics 365 Marketing
- 5-10 years of experience in Customer Experience or Product Ownership role
- Solid knowledge of website and marketing analytics tools
- Knowledge of project management best practices and tools
- Proficient in marketing research and statistical analysis
- Highly organized
- Managing processes
- Self-motivated
- Customer-focused
- Able to manage budgets

