



## **DIGITAL COORDINATOR**

*Keizer Karellaan 576/8, Sint-Agatha-Berchem, België*

### **Company description :**

Family Service is European market leader offering marketing solutions with young families as our primary target group. We offer a 360 degrees approach with media including sampling, publishing, direct marketing, research, consulting and digital operations. We build a highly engaged community of future and young parents through our 'De Roze Doos/La Boîte Rose' program offering our loyal partners an unrivaled ROI.

Family Service is market leader in Belgium, France, Austria, Poland, Czech Republic, Slovak Republic and is starting up new activities in Germany and Switzerland.

Our clients are leading companies targeting young families as P&G, Henkel, Unilever, Danone, KBC, Proximus, Philips,...

### **Job description**

To further develop our digital activities in Belgium , we are looking for a **Digital Coordinator** for our website, social media and online campaigns

The main tasks are :

- Content creation and coordination of our website, Facebook, newsletters, magazines and tracking via analytics
- Develop a CRM program and improve engagement with our community of future and young mothers
- Management of Facebook ads
- Increasing leads via online advertising
- Sending of campaigns and coordination with clients and partners
- Set-up of contests and surveys
- Develop new digital projects
- Explore & manage new digital opportunities

### **Profile**

- You are a passionate online marketer with affinity to our target group of young families
- You are familiar with the latest news and trends regarding many aspects of digital marketing
- You are autonomous, hands-on, creative and have a positive attitude
- You are native Dutch and fluent in French

- You have excellent communication skills and are very eager to learn
- You are used to work with Ms Office
- You are polyvalent and a team player

**Bonus points :**

- Knowledge of Photoshop and Illustrator
- Knowledge of HTML

**We offer :**

You enter an innovative, international company with a strong brand full of digital opportunities.

You have a varied job and can gain experience in digital and direct marketing, community and database management.

**Contact :**

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