



Universem is a Digital Marketing consultancy company specialized in traffic acquisition (SEO, advertising) and conversion optimization from visitors to customers thanks to Web Analytics. This technology allows to analyze the internet user's behaviour in detail and take actions accordingly in order to optimize the marketing campaigns' ROI. The team is currently composed of 30 members and works for customers such as Carrefour, Mediamarkt, UNICEF, Touring, Mithra, etc. The company is one of the five Belgian companies accredited by Google as "Google Analytics certified Partner".

- You are client oriented and client's satisfaction is your main concern?
- You have a strong analytical mind and easily work with numbers & figures?
- You have a solid interest of Web analytics and business intelligence data in general?

Then join us! For our offices in Brussels, we are currently looking for a :

Digital Marketing Consultant with strong focus on Web Analytics

Specialized in Digital Marketing, and mainly in Web Analytics, you will advise our customers regarding solutions to speed up their growth. You'll be at the heart of their digital marketing strategy. Project management, performance analysis and draw up recommendation reports are other aspects of the function. You have strong analytical and synthesis skills, you are dynamic and autonomous.

Your responsibilities

- Manage Digital Marketing consultancy missions and propose **tailor-made ROI driven solutions** regarding web analytics & business intelligence data
- Define the most **relevant metrics** and **KPI's** according to client's needs and goals
- Follow-up all **web metrics** and **data** related to your projects
- Provide analysis and draw up recommendations regarding possible optimizations
- Draw up **reports in analytics** and **present results** focusing on key-elements for clients
- **Manage contacts** (direct/indirect) with the customers to advise them, and keep them informed about the evolution of the project
- Make sure to **satisfy** and meet client's needs & expectations
- Advise clients regarding any interesting **market trends**
- Increase and share **your knowledge of Digital Marketing**

Your profile

- You have a Bachelor Degree, University Degree or equivalent in Digital Marketing, Marketing, Management sciences, Economics, or any other relevant degree
- You are fluent in **French or Dutch**, and have good knowledge of **English**
- You have a pronounced interest for Digital Marketing, and **mainly for Web & Data analytics**
- You are a real **team player** & have excellent communication skills (both written and oral)
- You can easily work with **numbers & figures** and present them
- You have excellent **analytical** and **organizational** skills
- You are eager to learn about Digital Marketing and the strategies of companies
- Knowledge of PHP, HTML, CSS, or JavaScript and a first professional experience are a plus.

What we offer?

- Knowledge sharing & passionate colleagues
- A pleasant **work atmosphere in our offices in Brussels** (not far from the Hermann-Debroux metro station), where **team spirit** is a core value, in a fast-growing company with **development** opportunities
- A varied and innovative work with responsibilities
- An evolving salary based on your experience

- Type of contract: permanent
- Start: asap



Interested?

Send your **resume** and **cover letter** to Nicolas Fonseca, Talent Manager, to mydreamjob@universem.com!

- Link to our offer: <https://www.universem.com/jobs/digital-marketing-consultant-web-analytics-brussels/>