



# HEAD OF MARKETING

*Marketing – Gent, Oost-Vlaanderen*

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The ultimate goal of PieSync is to connect all major SaaS applications, and provide two-way syncing between any of them. PieSync increases the productivity of SME's worldwide by keeping their data continuously consistent between professional cloud apps.

We are hiring a Head of Marketing to join our team in Ghent, Belgium. Working closely with the executive team, business development and marketing teams, the Head of Marketing is responsible for building the strategy and plan to acquire new customers and scale existing customers in the end to end customer lifecycle.

A PieSync Head of Marketing should be an energetic and articulate individual with strong experience in digital marketing, building communities and generating leads. Strong communications skills are essential to serve in this role.

## What you'll be doing

- ✓ Align closely with Executive Management and Business Development to develop a strategy and plan to drive an accelerated acquisition and growth.
- ✓ Strong experience in digital marketing and performance marketing across all digital channels: SEO, SEM, Social, Affiliate and more
- ✓ Develop personalized and community marketing campaigns to uncover leads and opportunities within the targeted markets
- ✓ Develop test plans and monitor performance results for multiple customer acquisition channels and lifecycle campaigns
- ✓ Partner with our connector partners and third parties to identify and develop co-marketing strategies
- ✓ Build and to author relevant thought leadership content
- ✓ Measure, report and optimize marketing campaigns
- ✓ Run focused client events as needed

SUPERVISORY RESPONSIBILITIES – Yes, team of 5+

## Knowledge, Skills and Abilities

- ✓ Have a robust understanding of digital marketing growth strategies and tactics
- ✓ Analytical mindset with the ability to track and report on leading campaign performance metrics, as well as lagging revenue attribution, revenue influence and Marketing ROI



- ✓ Proven success (revenue generation) with multi-channel demand generation campaigns, as well as complex and variable partner marketing execution using both automated and disruptive technologies via inbound and outbound channels
- ✓ Excellent relationship management skills with ability to build rapport, influence and deepen relationships throughout the organization.
- ✓ Strong and disciplined project management and process improvement capabilities

## Education and/or Experience

- ✓ BS/BA Degree in Marketing/Business; MBA or Master's Degree in Marketing a plus
- ✓ 5+ years of marketing, product or sales experience working in B2B, ideally within IT/Services sector
- ✓ Experience utilizing CRM and marketing automation systems, Salesforce and HubSpot a plus
- ✓ Minimum 5 years' experience of managing teams, ideally with some remote team management experience

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## What we offer

- ✓ Working on an exciting product with a top team
- ✓ Fast-moving, fun and challenging startup environment
- ✓ All the tools you need (laptop, big monitor, ping-pong table)
- ✓ Flexible office hours
- ✓ Working in the city centre of Ghent
- ✓ Competitive salary