

INFLUO

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Influo is a comprehensive software company for Influencer Relation Management. Helping brands & agencies to get the most out of Influencer Marketing.

Vacatures:

MARKETING MANAGER

Help us build the Influo brand

As a marketing manager in this quickly growing marketing technology company, you will have one of the most exciting yet challenging jobs imaginable. You'll be covering tons of ground, from demand generation over content marketing to inbound. And a lot of the time, you'll get to use the Influo platform to get stuff done! Looking for a job where you can combine your marketing skills with a love for marketing tech? Look no further.

You have

- 2-5 years of experience in marketing communications or writing-focused roles
- The drive to work in a fast-paced startup environment with tight deadlines
- A knack for identifying and prioritizing strategic Marketing Communication opportunities and overall strategy
- A data-driven mind. You will be monitoring all marketing metrics and improving our marketing ROI
- Experience with Adobe Creative Cloud is a big plus
- The skills to develop a content strategy fueled by thought leadership to drive awareness and traffic, nurture sales, and close deals
- A love for social media & online marketing strategy and execution
- Knowledge of event and trade show nurturing
- A take on how to grow a referral marketing program
- Leadership skills. You will play a crucial role in selecting and shaping any new additions to the marketing team

We have

- A dynamic start-up
- An HQ in the heart of Ghent
- A great collection of top-tier brands and agencies among our clients
- A strong and motivated team of like-minded people
- Flexible hours
- A place where you can take full ownership of your work

BUSINESS DEVELOPER

In just one year, Influo has grown from an ambitious duo to a 10 person start-up. With the support of some top notch industry advisors and financial backers, we are quickly becoming a force to be reckoned with in the Influencer Marketing world. Are you the missing link we need to continue to grow successfully? To tap into new collaborations and foster new business, we are looking for an experienced freelance business developer. Do you know exactly how to research solutions, truly understand what clients need and excel at building relationships? Read on.

You have

- A way with people and an entrepreneurial spirit
- A knack for forging and nurturing strong business relationships
- Experience in setting up valuable partnerships and collaborations
- Top-notch negotiating skills
- A solid understanding of people's business needs
- At least 3 years of work experience
- Your own network in marketing or advertising is a plus
- The desire to travel for work

We have

- A dynamic start-up
- Great insights in Influencer Marketing
- An HQ in the heart of Ghent
- A strong and motivated team of like-minded people
- A great collection of top-tier brands and agencies among our clients
- Flexible hours
- Ample room for personal growth
- A place where you can take full ownership of your work

PRODUCT MANAGER

Make our software great(er)

Our influencer relationship management software helps marketers to nurture relationships with today's most exciting influencers, as well as create and maintain influencer marketing campaigns. We need someone to take charge of shaping our product, talking to stakeholders and just being a badass in general. Are you the hands-on product manager to take Influo to the next level?

You have

- A sick attention to detail
- The urge to make good things even better
- An analytical mind
- Mad project management skills
- Broad interests (surprise us!)
- A penchant for technology (coding skills not a must)
- A talent for conciliating different points of view

We have

- A dynamic start-up
- Great insights in Influencer Marketing
- A great collection of top-tier brands and agencies among our clients
- An HQ in the heart of Ghent
- A kick-ass multicultural team
- Flexible hours
- A place where you can take full ownership of your work