

## Sirris – Content Distribution Marketeer (fixed role, not freelance)

### In search of a Content Distribution Marketeer

Sirris, the collective centre run by and for the technology industry, helps companies to innovate by means of expertise, infrastructure and applied research. To distribute our growing flow of high-quality content with efficiency, effectiveness and impact, we are looking for a **Content Distribution Marketeer** to take our content ecosystem to the next level.

As **Content Distribution Marketeer**, you will be the architect and driver of a high-performance content distribution network within Sirris. You will centralise and streamline content, monitor brand consistency and tone of voice, and ensure that our technology expertise achieves maximum audience reach by conveying the right message through the right channel at the right time.

You will combine strategic thinking with practical implementation: from setting up efficient content flows and managing social media to coordinating newsletters, campaigns, projects, event communication and external partners.

- **You will manage input channels and internal content flows.**
  - You will manage input channels for smooth content collection within the organisation.
  - You will centralise all requests for content from internal stakeholders and external partners.
  - You will structure an end-to-end content process (from input to briefing, creation, distribution and follow-up).
- **You will develop and optimise Sirris's distribution channels.**
  - You will expand and continuously improve the entire distribution network: website, newsletters, social media, campaigns, external platforms, etc.
  - You will optimise consumer journeys, download flows, funnels and website expertise.
  - You will recommend and implement improvements to increase traffic, engagement and conversion.
- **You will be responsible for content coordination and creation (end-to-end).**
  - You will draw up briefings for copy and graphic assets, including for technically complex topics.
  - You will become involved in writing and editing where necessary, monitoring tone of voice and brand consistency.
  - You will coordinate all content creation, both internal and external (freelance copywriters and translators).
  - You will run quality controls on all delivered content.
  - You will analyse content performance and draw up recommendations.
- **You will manage the Sirris social media channels.**
  - You will develop and implement social media strategies to increase visibility and engagement.
  - You will actively monitor channels and interactions, ensuring timely responses.

- **You will be responsible for campaign management and traffic generation.**
  - You will set up, coordinate and optimise campaigns to help increase website visits, leads and impact.
  - You will monitor branding and consistent use of templates, visuals, tone of voice, etc.
- **You will ensure data-driven communication and reporting.**
  - You will monitor, analyse and report on the performance of the website, social media and newsletters.
  - You will undertake workflow and process optimisation using modern marketing and communication tools.
  - You will be guided by data, insights and A/B testing.
- **You will be responsible for budget management.**
  - You will manage media budgets for online and offline campaigns.
  - You will monitor budgets for content creation and translations.
  - You will draw up the annual plan and communicate proactively about budget status.
- **You will be responsible for the functional supervision of a number of colleagues.**
  - You will undertake the functional management of the web coordinator and email marketer.
  - You will ensure collaboration, clear priorities and efficiency within the content team.
- **You will be responsible for event and project communication.**
  - You will monitor all communication relating to events, projects, KPI updates and milestones.

## What do we expect from you?

- You have a bachelor's degree in marketing and communication and at least ten years' relevant experience.
- You have a good understanding of content distribution through websites, newsletters and social media (with a focus on LinkedIn).
- You are a marketer through and through.
- Experience in a technology B2B context is a real asset.
- You are articulate and able to write and edit fluently. You are a native Dutch speaker who is fluent in French and English.
- You have an affinity for topics relating to technology and innovation.
- You adopt a highly systematic, structured and analytical approach.
- You have experience with social media management tools and analytical dashboards.
- You have good organisational skills and can oversee adherence to tight deadlines.
- You are a good communicator and are comfortable interacting with audiences, experts and influencers.
- You are a self-starter with initiative, ownership and the drive to see projects through to the end.

## What do we offer you?

- At Sirris, innovation and collaboration are key. You will work in an environment where technological progress and sustainability go hand in hand. Together we make companies ready for the future.
- An exciting and unique position within a dynamic and innovative team.
- The opportunity to work with leading companies and technology experts who are at the heart of the industrial fabric in Belgium.
- A stimulating environment where you can further develop your expertise.

- Flexible working hours and the opportunity to work in one of our offices in Belgium or partially from home.
- A competitive salary package with fringe benefits.

**Interested?**

Send your CV and cover letter via our online application tool. Would you like more information about the position? Do not hesitate to contact [Franne Godderis](#).

**Together we build the innovations of tomorrow!**

*Sirris is committed to an inclusive approach to recruitment and selection, where every candidate is treated equally regardless of age, gender, origin, religion, or other personal characteristics.*

*Unfortunately, we cannot support international relocation in our onboarding process.*

<http://www.sirris.be/>