

Sirris – E-Mail marketer

In search of an E-mail marketer

Driven by our mission to guide and inform companies about the latest technological innovations, we are seeking an email marketer to play a crucial role in connecting our expertise with the needs of the technology industry. Are you an email marketing wizard with both strategic and operational strengths? Do you have a keen eye for detail and a data-driven mindset? Do you thrive on continuously improving and optimising campaigns? Be sure to continue reading!

As an **email marketer**, you will be responsible for planning, developing and executing effective email marketing campaigns to reach our B2B target audience. You will work closely with the MarCom Team to inspire, inform, engage and convert our members, customers and prospects, using targeted email marketing.

What does this entail?

- You will manage and optimise the email calendar to ensure regular communication.
- You will create engaging and relevant content that matches the needs and interests of our B2B target audience.
- You will be responsible for designing, drafting and executing various email campaigns: newsletters, dedicated mails, event invitations, promotional campaigns and automated email campaigns.
- Using visually appealing and brand-compliant emails, ensure that design & content are created according to consistent branding and messaging.
- Using segmentation and targeting based on sector data, job roles, behaviours and interactions, you know how to reach the right target groups.
- You will monitor the performance of email campaigns against KPIs (such as open rates, click-through rates, conversions, unsubscribes and ROI), analyse the data, report on the effectiveness of campaigns and make adjustments through A/B testing and other optimisation techniques.
- You will work closely with your colleagues in the MarCom department and with the content distribution manager to include Sirris' (planned) content and activities in the mailings.

What do we expect from you?

- You have a bachelor's or master's degree in marketing, communications or a related field.
- You have at least 3 years' experience in a similar role within B2B marketing.
- You have excellent knowledge of email marketing tools and CRM systems (e.g. Mailchimp, HubSpot).
- You are creative and can think innovatively.
- You are a team player with excellent communication skills.
- You have excellent writing skills and an eye for detail.
- You are analytical and data-driven and have experience with data analysis and using analytical tools (such as Google Analytics).
- You have knowledge of GDPR and other relevant regulations.

- You have a proactive and results-oriented attitude with strong organisational skills.
- You have excellent oral and written communication skills in Dutch, French and English.

What do we offer you?

At Sirris you actively participate in top projects at Belgian companies. In this varied and challenging job there is room for initiative, independence and responsibility. You will be part of a team with great colleagues. Flexible work, personal development and an environment in which cooperation is central, that's typical Sirris. We offer an attractive salary package that is completely in line with your job and experience.

For more information about this position, please contact [Framme Godderis](#) (HR Business Partner) or [Ann Debaere](#) (Marketing & Communication Manager).

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