

## Essentiel Antwerp – Digital Performance Marketeer

### Introduction

Essentiel Antwerp is looking for an experienced, data-driven, and results-oriented Performance Marketeer to join our Marketing team.

In this role, you will be responsible for managing and optimizing campaigns across digital channels, including paid search, SEO, paid social, display, affiliate marketing, and emerging channels.

As a Digital Performance Marketeer, you will take ownership of monitoring and optimizing the total influx of digital customers, ensuring a cohesive view across paid, organic, and email traffic. Your work will directly contribute to driving growth and maximizing ROI for Essentiel Antwerp.

### Main tasks

- Plan, implement, monitor and optimize digital performance campaigns across various platforms (Google Ads, Meta Ads, Tiktok Ads etc.) to drive traffic, conversions, and revenue for Essentiel Antwerp and our secondhand platform RE — SSENTIEL.
- Provide actionable insights and recommendations to improve customer acquisition and retention, aligned with business goals and the long-term brand building efforts.
- Ensuring a balanced marketing mix per country by managing and monitoring budgets effectively.
- Create and maintain reports to track performance across all digital channels, including paid, organic, and email traffic.
- A test-and-learn mindset to continuously improve campaign performance. You monitor the digital landscape for opportunities to optimize the digital presence of Essentiel Antwerp.

### Who are you

- 3-5 years of experience in performance marketing, preferably in the fashion or retail industry.
- Strong expertise in managing campaigns on Google Ads, Meta Ads, and other emerging platforms.
- You're analytical and data driven and able to come to actionable insights and learnings.
- Familiarity with Google Analytics 4, Google Ads, Meta Ads, Tag Manager, Google Merchant center and Channable.
- Exceptional organizational and project management skills, with the ability to manage multiple campaigns simultaneously.
- You always have attention to detail to ensure a flawless execution.
- An excellent organizer who can multitask and prioritize deadlines.
- Can work under pressure, with the ability to be reactive and flexible in a fast-paced environment.
- Excellent verbal and written communication skills in English; Dutch and French are a plus.

### What we offer

- The opportunity to join the Essentiel Antwerp family and to be part of a dynamic, inclusive company culture.
- A role where your contributions directly impact the growth and success of the business.
- Competitive salary and benefits package.

**Join us and submit your application below.**

<https://www.essential-antwerp.com/careers>