

## **Job Summary**

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Vacancy :

Deadline : Jul 27, 2024

Published : Jun 27, 2024

Employment Status : Full Time

Experience : 3 - 5 Years

Salary : To be defined

Gender : Any

Career Level : Mid Level

Qualification :

## **Job Description**

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### **Responsibilities:**

- Implement a data-driven growth hacking plan with **KPI tracking**.
- Design and optimize media, email, and social campaigns to boost product visibility.
- Improve **conversion rates** on our website.
- Manage content creation and distribution with the technical team and external providers.
- Enhance workflows and **client segmentation in our CRM** (HubSpot).
- Conduct **A/B testing** to validate assumptions with data.
- Identify and establish strategic partnerships to enhance brand recognition and customer experience.
- Create **innovative loyalty programs** to retain and **increase customer value**.
- Generate new leads through marketing and sales actions.
- Maintain effective communication with suppliers, partners, and other service providers.

### **Requirements:**

- **Minimum 3 years of experience** in a similar role with expertise in digital marketing and growth hacking.
- Minimum **Bac+3 level** education.
- Proficient in spoken and written English.
- Familiar with marketing tools and **CRMs** (HubSpot, MailJet, Canva, etc.).
- Rigorous, methodical, and able to work independently.

### **About the company:**

Founded in 1998 by Anette Van de Loo, Powerling is now one of the world's **top 75 language service providers**. We advise, create, translate, localize, and integrate content in **over 120 languages**.

We help you accelerate your international development and your digital transformation while preserving your brand image worldwide.

With offices in Lille, Paris, Amsterdam, Hong Kong, and Boston, we contribute to the growth of SMEs, ETIs, and the unicorns of tomorrow, as well as to the development of large groups worldwide.

### **Your recruiter:**

Daria Talent Acquisition Specialist @ Efftalents.

Feel free to contact her for more information!

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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