

Function description: Growth hacking Marketeer

Company

Turbulent brings clean and affordable electricity to remote locations by pioneering in low head hydropower. Our turbines are compact and easy to install, whatever the site conditions. We are building a worldwide distributor network while centralizing our operational and R&D activities in Leuven. To prepare for a rapid growth in turbine installations we want to extend our team with a marketer.

You will be joining a young and dynamic company environment where your proactive and hands on approach will get the necessary challenges to have a great impact on the company and our technical solution.

Responsibilities and Tasks

You will be working together with the sales-marketing team and operations to provide the full external communication of Turbulent. The main goal is to create and capture leads with rapid growth experimentation from various channels and qualify them to a sufficient level towards the sales team.

- Build and provide all necessary (up to date) sales material: Brochures, video's, project documentations, customer stories, dealer conferences, websites, showcases,...
- Shape and execute the marketing and promotional activities; mainstream and below-the-line.
- Take the responsibility for providing correct timings and budgets
- Build and streamline all external communication
- Create and shape the brand Turbulent

Background

You have relevant marketing experience in a B2B industrial environment where you can showcase impact. You are a natural growth hacker and have practical knowledge of needed programs to integrate efficiently and to work with or a huge appetite to learn fast. Capable of understanding the stakeholders, their "real" interests that they don't tell you and creative in writing and finding solutions to capture potential customers.

Traits

- You are a growth hacker, familiar with rapid experimentation and marketing automation tools (Autopilot, Zoho Marketing hub...)
- You have a hands-on practical mentality, fast paced and digital savant

- You are result driven & cost aware. Creative with small budgets.
- You can identify segments and create personalized customer journeys integrating different marketing tools
- Flexible (can deal with changing priorities) and self-reliant (can deal with less structure)
- You understand growth is a team effort and can work well with different profiles
- Creative and solution oriented
- Customer and international oriented
- No marketing BS/Lingo but actions (1% inspiration, 99% transpiration)
- Jack of all trades in marketing
- Good IQ/EQ/PQ with energy! You see solutions where others see problems.
- You see systems as a tool, not a target
- You can handle short deadlines with your planning skills and personality
- Can work with different CMS

Languages

- Full English proficiency (Native is a plus)
- Dutch/French/Spanish at a professional level are a huge plus

Experience

- 2+ years of proven experience in growth hacking and/or marketing in industrial B2B context.

Educational background

- Master degree

What we offer

Besides a competitive salary and an indefinitely contract, you will also receive these fringe benefits (meal vouchers, home office compensation, hospitalization insurance, group insurance, etc.)

There is also room for training and professional growth and above all a pleasant working atmosphere.

You will work in a start up together with 11 other team players. Our team members work in an advanced environment with proprietary technology that has proven itself to be reliable, efficient and safe.

Partly due to the advantages of this technology, our organization is gaining more and more position on the international market.

Contact

Send your application together with your CV to jobs@turbulent.be

If you have questions, please also contact us via e-mail.

By applying, you confirm that you have read and understood our [privacy policy](#) about GDPR and agree to its content.