



# Destiny – Demand Generation & Growth Marketing Lead

## About the role...

At Dstny, we're scaling fast—and we're looking for a strategic, hands-on marketing leader to help us accelerate even further. As our **Demand Generation & Growth Marketing Lead**, you'll **define and drive a global demand generation strategy that empowers local teams, fuels pipeline growth, and delivers measurable impact.**

This is a high-impact role where you'll build scalable frameworks, optimize digital channels, and enable regional teams with the tools, training, and insights they need to succeed. You'll work cross-functionally with content, product marketing, CRM, and sales operations to ensure alignment and performance across the board.

You'll be at the heart of our growth engine—setting the direction, building the structure, and driving the execution that turns strategy into results.

What will you do ?

- Develop a scalable, repeatable demand generation strategy across all markets
- Strengthen field execution through consistent processes, tools, automation, and training
- Build a robust demand gen framework and center of excellence (CoE) to support local execution
- Create campaign playbooks, cross-playbook standards, and an annual marketing plan template
- Enable local markets with tailored frameworks, tools, templates, and resources
- Collaborate with regional teams to address unique market needs
- Drive high-impact acquisition channels and refine strategies based on performance data
- Align with internal stakeholders (e.g., Content Marketing, CRM) to ensure cohesive execution
- Identify new channels and tactics to drive incremental growth
- Define performance dashboards and KPIs aligned with business goals
- Lead regular performance reviews and adjust strategies based on results
- Ensure seamless integration with MarTech and reporting systems
- Partner with Brand, Product Marketing, and Cluster Marketing to align global, regional, and local initiatives

## What we're looking for in you...

- **Growth Marketing Strategy Experience:** You've led or contributed to scalable demand generation strategies that drive measurable pipeline growth across multiple markets
- **Operational Marketing Excellence:** You know how to build frameworks, lead scoring models, and campaign playbooks that enable consistent execution
- **Field Enablement Focus:** You've supported regional or local teams with the right tools, templates, and training to activate campaigns effectively

- **Channel & Martech Integration:** You're fluent in aligning marketing channels with CRM and automation tools, and you know how to spot new acquisition opportunities through data
- **Performance-Driven Mindset:** You're comfortable defining KPIs, building dashboards, and leading regular performance reviews to optimize results
- **Collaborative Leadership:** You thrive in cross-functional environments, working closely with content, product marketing, sales ops, and regional marketing leads
- **Experience Level:** Typically 7+ years in B2B marketing, with a focus on demand generation, growth marketing, or marketing operations in a global or multi-market context

## What we can offer you...

- A key leadership role in a fast-growing European tech company
- The opportunity to shape and scale marketing across multiple markets
- A collaborative, no-nonsense culture with room for initiative
- A team of passionate colleagues who love what they do
- A chance to make a real impact on Dstny's growth journey
- A challenging job in a fast-growing company where you can also grow yourself (with plenty of room for training)
- A competitive salary, including an eco-friendly company car with fuel/charging card or an interesting flexible mobility budget.
- Electronic meal vouchers, health insurance.
- Seniority days: extra vacation days based on your seniority (1 day every 3 years, up to a maximum of 4 days)
- Flex Income Plan: tailor extra advantages using your budget of your 13th month
- Access to Benefits@Work: enjoy discounts at a wide range of popular brands and retailers
- Flexible working hours, with the possibility of remote work. Because in digitalization, we should set a good example, right?
- A pleasant working environment in a renewed Dstny house, customized to the wishes of our Destinians.
- A great team of colleagues and wonderful customers.
- A friendly atmosphere with regular fun team-building activities or company events.
- Always fresh soup, fruit, and delicious coffee.

Are you convinced? Don't wait any longer and apply via the form below.

#LI-MC1

<https://dstny.be/>