

## Destiny – Director Marketing & Growth

### About the role...

As Director Group Marketing & Growth, you'll lead the strategic vision, execution, and transformation of marketing across Dstny Group.

You'll report to the CSOO and work closely with regional and commercial teams to:

- Drive global marketing strategies
- Support regional execution
- Empower commercial teams with tools, training, and processes

Your mission: build and scale a high-performing marketing organization that boosts:

- Brand awareness
- Customer acquisition
- Partner engagement
- Revenue growth

**Your key responsibilities include:**

#### **Marketing Strategy & Execution**

- Define and own the global marketing strategy aligned with commercial goals
- Lead cross-functional planning with sales, product, and partner teams
- Consolidate 360° communication roadmaps (including PR)
- Steer budgets and shape pricing and bundling strategies

#### **Marketing Transformation**

- Develop a digital north star vision for Marketing
- Roll out new growth levers across markets
- Lead enablement programs (tools, processes, assets)
- Guide global and regional marketing teams
- Foster a performance-driven culture with clear KPIs

#### **Growth & Demand Generation**

- Implement lead generation and enablement programs
- Monitor performance metrics and align teams on priorities
- Partner with sales and BDR teams to build a strong pipeline
- Oversee marketing automation, campaign ROI, and funnel performance

## **Brand & Communications**

- Shape and protect our brand identities (Dstny, Easybell) across all regions and channels.
- Lead PR, analyst relations, social media, and thought leadership to boost market credibility.

## **Product Marketing & GTM**

- Define positioning, value propositions, and sales tools.
- Lead go-to-market strategies for new products and launches with Product and Commercial teams.
- **Partner & Channel Marketing**  
Support indirect sales with partner programs, co-branded campaigns, enablement assets, and joint events.
- **M&A (Commercial)**  
Act as marketing lead in M&A activities.
- Drive post-merger integration (PMI) for brand and marketing alignment.

## **Collaboration** You'll work closely with:

- **CSOO** – Strategy, operations, long-term vision
- **Managing Directors** – Local marketing roadmaps and budgets
- **Product & SP Marketing** – Positioning, messaging, events, enablement
- **CFO** – Budgets, KPI tracking, M&A
- **CPXO** – Internal communications

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

- Proven experience leading global marketing teams in a matrix environment
- Strong strategic thinking and hands-on execution
- Expertise in brand, digital, GTM, and demand generation
- Ability to drive transformation and scale marketing maturity
- Collaborative mindset and strong stakeholder management
- Data-driven, KPI-focused, and performance-oriented
- Passion for enabling teams and delivering commercial impact

## **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/>