

Destiny – Go to market Coordinator

About the role...

As a GTM Coordinator, you will play a vital role in ensuring the successful launch and promotion of products across multiple markets, supporting teams with standardized content, market insights, and coordinated campaigns. The role acts as a connector between Local Product Managers, Product Marketing, and country teams, ensuring all teams have the tools, content, and

guidance needed to deliver impactful product launches. This position reports to the GTM Manager and is part of the Group Marketing team within an international community.

Key responsibilities:

- **Cross-Functional Collaboration:** Collaborate with Local Product Managers and Product Marketing to adapt product content for local markets and co-create GTM materials such as sales decks, messaging guides, and campaign assets.
- **Market and Customer Insights:** Gather and analyze market and customer insights to inform GTM materials and refine product positioning for local markets.
- **Content Development:** Create and adapt materials for multiple sales motions, including partner-facing presentations, sales kits, and marketing packages.
- **Campaign Coordination:** Coordinate with country marketing teams to support campaign execution, ensuring alignment with global GTM strategy and consistency in messaging.
- **Sales Enablement:** Develop and maintain training materials that equip sales teams with a solid understanding of product features, benefits, and competitive positioning.
- **Knowledge Sharing:** Promote cross-country learning by capturing and sharing successful campaign examples, lessons learned, and GTM best practices.

What we're looking for in you...

- **Experience:** 1–2 years in a GTM, product marketing, or campaign coordination role, or relevant internship and project experience
- **Strong Communicator:** Able to simplify complex information and create clear, actionable messaging
- **Project-Oriented:** Comfortable managing timelines, assets, and stakeholders across multiple markets
- **Content-Savvy:** Skilled in creating presentations, marketing kits, and training content for various audiences
- **International Perspective:** Confident working in a cross-cultural environment with distributed teams
- **Collaborative & Proactive:** You take initiative, build relationships easily, and enjoy helping teams succeed
- **Multilingual Skills:** Fluent in English, with Dutch and French being a plus.

What we can offer you...

- 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.
- 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/>