



Destiny – Marketing Insights Specialist

About the role...

As a Performance Marketeer, you are the driving force behind transforming marketing data into actionable insights that fuel growth across our international teams. Your primary focus is to uncover trends, spot opportunities, and deliver clear, impactful recommendations that help country marketing teams optimize their campaigns and achieve outstanding results. While you will oversee the complete marketing data setup, your real value lies in your ability to interpret data within the broader marketing context, turning numbers into strategies and supporting local teams with the insights they need to excel.

Reporting to the Marketing Operations Manager and working as part of the Group Marketing team, you will collaborate closely with colleagues from different countries, ensuring that every marketing decision is informed by robust analysis and deep marketing understanding.

KEY RESPONSIBILITIES:

- **Strategic Performance Analysis:** Develop and implement data-driven marketing performance strategies across channels, identifying opportunities to optimize campaign effectiveness and ROI.
- **Marketing Data Infrastructure:** Establish and maintain the complete marketing data setup, ensuring accurate data collection, integration, and accessibility across all marketing platforms.
- **Performance Monitoring:** Define, build, and maintain KPI dashboards that track marketing performance across campaigns, regions, and channels to provide real-time insights on effectiveness.
- **Actionable Insights Development:** Analyze campaign performance data, identify trends and patterns, and provide proactive, actionable recommendations to improve marketing performance.
- **Cross-Country Collaboration:** Partner with country marketing teams to understand local market dynamics and provide tailored insights and optimization strategies that drive results.
- **Performance Reporting:** Develop comprehensive performance reports that translate complex data into clear, understandable insights for stakeholders at all levels.

What we're looking for in you...

- **Experience:** 3–5 years in a similar role, ideally within tech, IT, or telecom industries.
- **Analytical Skills:** Demonstrated ability to analyze campaign data, identify trends, and translate findings into actionable recommendations
- **Strategic Thinker:** Ability to connect marketing performance data to business objectives and develop data-driven strategies that drive results
- **Strong Communicator:** Excellent at simplifying complex information and creating clear, actionable messaging for diverse audiences.
- **Project Management:** Comfortable managing timelines, prioritizing tasks, and coordinating with stakeholders across multiple markets.
- **International Perspective:** Confident working in a cross-cultural environment with distributed teams.
- **Collaborative & Proactive:** Takes initiative, builds relationships easily, and enjoys helping teams succeed

through performance optimization.

- **Tools Expertise:** Proficient in tools like CRM, Marketing Automation, Google Analytics, social media and Excel, BI platforms (e.g., Power BI) are a plus.
- **Multilingual Skills:** Fluent in Dutch, and English, with French being a plus.

We have a core set of Dstny values (ICORE), which all successful candidates must possess, along with the relevant expertise and experience:

- **Innovation:** We innovate to stay ahead. Our focus is always on the future.
- **Commitment:** We are 100% committed to our customers and partners.
- **Obsession for CX:** Customer experience and customer satisfaction are central to our commitment.
- **Respect:** We respect the pace, values and talents of each individual.
- **Empowerment:** We encourage those around us so they can be the best they can be.

Join us and be part of a dynamic team that's reshaping business communications across Europe.

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/>