



Destiny – Marketing Director BE-NL

About the role...

At Dstny, we're more than just a tech company – **we're the architects of tomorrow's communication landscape**. For over 15 years, we've been revolutionizing cloud telephony and Unified Communications as a Service (UCaaS), solidifying our reputation as an industry leader and one of the fastest-growing companies in our field.

Rooted in Belgium and operating across seven EU countries, Dstny combines the agility of a scale-up with the reliability of an established player. Our headquarters in Zaventem is where innovation thrives, crafting solutions that bring businesses closer to their customers and to each other.

In addition to **Business communications**, we also deliver **Secured Connectivity solutions**. Together, they create the perfect mix to help organizations thrive in an ever-changing digital world.

Why Dstny?

- **Local Hero, Global Impact:** We understand the local business needs while delivering global best-in-class solutions.
- **The Best of Both Worlds:** Experience the perfect blend of startup energy and corporate stability.
- **A Dynamic Workplace:** Grow personally and professionally, mastering soft skills and cutting-edge technology.
- **Make a Real Impact:** Your work directly shapes the future of business communications.

At Dstny, "work hard, play hard" isn't just a saying – it's how we thrive. Our core values aren't just words on a wall; they're the heartbeat of our daily operations.

Ready to make a difference? Join us at Dstny, where your career is more than just a job – it's a journey of growth, innovation, and meaningful impact in shaping the future of business communications.

Dstny is a premier European provider of cloud-based business communications solutions, simplifying communication for over 3.5 million users. With innovative products delivered as-a-service, Dstny empowers companies, partners, and service providers across the region.

Recognized for its fast growth and innovation, Dstny is backed by Seven2, one of Europe's leading venture capital firms. With headquarters in Brussels, Belgium, Dstny has grown to ~1,000 employees across 7 countries (Belgium, France, Netherlands, Sweden, Denmark, Germany, and the UK), generating €250 million in annual revenue.

Joining Dstny offers a unique opportunity to play a pivotal role in the transformation journey of a fast-growing, international tech group.

We're looking for an **experienced Marketing Director BE-NL to join the Dstny BE & NL leadership teams**, reporting directly to the global marketing organization.

In this role, you'll **drive go-to-market strategy, messaging, and positioning for Dstny's products in the Belgian and Dutch markets**. Your work will align with SME customer and partner needs, ensuring market competitiveness and driving growth.

This position requires hands-on experience launching and growing software-centric products in a B2B tech environment, through both direct and indirect sales channels. [This next to positioning our longstanding secured connectivity portfolio](#). You will also manage marketing plans and budgets with a commercially driven mindset.

KEY RESPONSIBILITIES:

- Develop and own the BE-NL marketing and GTM strategy for the SME segment, focusing on partner and customer value propositions.
- Design and implement marketing roadmaps to drive brand awareness, lead acquisition, retention, and ROI.
- Manage marketing budgets across digital and offline media to ensure optimal allocation.
- Oversee local brand and PR activations to strengthen Dstny's presence.
- Maintain and foster relationships with preferred agencies relevant to BE-NL operations.
- Coach, mentor, and develop the local BE-NL marketing team.

What we're looking for in you...

- Experience: 8+ years in one or more of the following disciplines within a B2B context: go-to-market strategy, campaign design and implementation, branding, or communications.
- Background in one of the following industries; **Telco, UCaaS, ICT service, SaaS industries.**
- Leadership: A pragmatic leader who balances strategic thinking, creativity, and fast-paced execution.
- Communication: Strong executive presence with excellent verbal and written communication skills.
- Interpersonal Skills: Effective organizational and interpersonal abilities to build strong internal and external relationships.
- Analytical Acumen: Ability to analyze qualitative and quantitative data to drive business decisions.

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.

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.

<https://dstny.be/>

