

Destiny – Marketing Analyst

About the role...

As a Marketing Analyst, you will play a key role in supporting data-driven decision-making by providing actionable insights that enhance marketing performance and business outcomes. Collaborating closely with country marketing teams, you will identify and prioritize reporting needs, build dashboards that visualize key performance indicators, and translate complex data into clear recommendations that drive improvements. This position reports to the Marketing Operations Manager and is part of the Group Marketing team within an international community.

KEY RESPONSIBILITIES:

- **Marketing Collaboration:** Work with country marketing teams to identify and prioritize reporting and insight needs.
- **Performance Monitoring:** Define, build, and maintain KPI dashboards that monitor marketing performance across campaigns, regions, and channels.
- **Data Insights:** Provide proactive, actionable recommendations that help improve marketing performance and support data-driven decisions.
- **Self-Service Enablement:** Support marketing teams in using self-service tools to access insights and reports independently.
- **Simplify Complex Data:** Translate complex data into clear, understandable insights that resonate with business stakeholders.
- **Budget Support:** Collaborate with marketing teams to monitor marketing budgets, delivering insights that inform planning and performance reviews.

What we're looking for in you...

- **Experience:** 2–4 years in a similar role, ideally within tech, IT, or telecom industries.
- **Analytical Skills:** Strong analytical mindset with the ability to extract insights from data and present them clearly
- **Relationship Building:** Skilled at simplifying complex data into actionable insights and building strong relationships in an international environment
- **Business Focus:** Pragmatic approach with a focus on delivering insights that support business decisions and drive marketing performance
- **Tools Expertise:** Proficient in tools like Google Analytics and Excel, BI platforms (e.g., Power BI) are a plus.
- **Multilingual Skills:** Fluent in **Dutch, and English**, with French being a plus.
- **Ambition & Drive:** A proactive mindset with a hunger to grow and make an impact within a dynamic environment.

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.

<https://dstny.be/>