

Destiny – Marketing Director BE-NL

About the role...

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:

Market Strategy & execution

- Develop and execute the BE_NL specific marketing & GTM strategy aligned with group brand and revenue goals.
- Identify local market opportunities, competitive landscape, and buyer personas.
- Design and implementation of BE-NL marketing roadmap.
- Manage marketing budgets across digital and offline media to ensure optimal allocation.
- Coach, mentor, and develop the local BE-NL marketing team.

Brand & Communication

- Ensure consistent brand messaging across digital, events, PR, and product marketing.
- Oversee local brand and PR activations to strengthen Dstny's presence.
- Maintain and foster relationships with preferred agencies relevant to BE-NL operations.

Demand Generation & Pipeline Support

- Drive demand generation campaigns tailored to SME segment.
- Align closely with Sales to generate qualified pipeline and influence revenue.
- Develop programs to support adoption, upsell, and retention (including cross-selling UCaaS features or bundled solutions).
- Drive advocacy and reference customer development.

Channel & Partner Marketing

- Collaborate with channel/partner teams to co-develop GTM strategies and joint marketing programs.
- Support reseller enablement efforts.

Product Positioning & Localization

- Work with global product marketing to localize messaging, collateral, and launches.
- Provide local feedback on positioning and pricing strategies.

Performance marketing

- Use key marketing metrics to monitor performance, optimize campaigns and prove impact.

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.
- Proven experience in planning and executing multi-channel digital lead generation campaigns across paid search, social media, email marketing, and account-based marketing (ABM) to drive qualified pipeline.
- 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.
- 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.

<https://dstny.be/>