

MARKETING TRAINEE @ efficy

Who's Efficy?

Efficy is an experimented, fast-growing CRM software publisher, headquartered in Brussels.

As the independent market leader in Belgium, we now aim to become a strong player in Europe, with offices in Brussels, Paris, Madrid, Luxembourg, Utrecht and Toulouse.

Efficy CRM is a Customer Relationship Solution used by more than 170.000 users, from small businesses to international companies, everywhere in Europe.

We're passionate, we're successful, we're dedicated and we know where we want to go: Our ambition is to become the #EuropeanCRMChampion!

Description de la fonction

Marketing Trainee (F/M) – Brussels

Are you ambitious, willing to learn and have a passion for marketing? The Efficy group is looking for a Marketing Trainee (F/M) who is eager to learn and can help to achieve Efficy's ambitious goals. You will be part of the funniest team within Efficy, the Marketing Team and you will support the Marketing Officer with the many tasks at hand.

Not a day is the same

When we say "marketing", we mean online, offline, inbound, event, lead generation... Should we continue? You will learn about every aspect in the domain of marketing, leaving Efficy not as a trainee, but as a professional. Some domains that you will cover:

Inbound Marketing

Produce & localize contents for inbound marketing campaigns

- Work on content layout (white papers, infographics) with the Group Graphic Designer
- Organize inbound marketing campaigns (creation and realization)
- Deal with publication requests
- Follow-up ROI (KPIs)

Digital Marketing

Support your Marketing Officer and the Digital Marketing Officer by:

- Blog – Write and localize post
- Newsletter – Manage the local newsletter and follow-up KPIs
- Website – Update content (write news) and create landing pages
- Blog / Website – follow-up KPIs

Events

- Actively participate and support during the (online) events:
- Organize event logistics (suppliers, retro planning, invitations, registrations, presence)

- CRM Days, Efficcy on Tour, Bring a Friend, Industry Actions Online Event,...

Lead Generation

- Support the inside sales in identifying leads
- Qualify incoming and pre-detected leads
- Know how to respond information requests and lead the contact towards the right person
- Elaborate lead campaigns (outgoing calls)

Profil recherché

Requirements & competencies

Of course, we don't want the first the best. So, besides your best motivation letter, you have at least the following qualities:

- Studying in the field of marketing/communication/journalism/PR
- Excellent writing and speaking skills
- Abilities for understanding a technical environment and technical solutions
- Well-organized and easy going
- Ready for working in team spirit
- Work languages: French & English OR Dutch & English

Nous offrons

What do we bring to the table?

Of course, you will be well rewarded for supporting our ambitious goals. This starts as early as your first day where you end up within a close and well-attuned team that are all passionate and motivated to deliver the best CRM to demanding and inspiring customers.

Our values 'Openness', 'Efficiency' and 'We care' do not only apply to our customers, but of course also to our employees. You will therefore work in one of our spacious offices where relaxation areas, a weekly fruit basket and quality coffee are standard.

And without need to be saying, there is plenty of room for a healthy work-life balance. As we are a company in full growth, you are in control of your own future.

Last but not least, we offer fun... a lot of fun! Besides ending up in an office with a pool table, our gaming and raclette evenings, 'End of Year Challenge' and trips, well known, or should we say, notorious?