

## Digital Marketing Manager B2B

### Who we are.

At Bnewable, we are committed to supporting our Commercial and Industrial (C&I) customers in their energy transition journey. We invest, develop, and operate sustainable and decentralised energy sources (mainly batteries) to help our clients achieve their goals. We place great emphasis on customer satisfaction, by simplifying and unburdening them of the complexity of energy, storage, production, asset management and flexibility valorisation.

We are actively looking for a **Digital Marketing Manager B2B**. You will be responsible for developing, implementing, and managing digital marketing strategies that drive engagement, lead generation, and brand awareness among our business clients. You will collaborate closely with our Business Development and Product teams to create compelling digital campaigns that resonate with our target audience and position us as a leader in the B2B energy storage industry.

Are you ready to join a great team, whose goal is to make an impact by making the energy transition happen?

### Your responsibility.

As our **Digital Marketing Manager B2B**, you'll – among others – be responsible to:

- assist in the development and implementation of marketing strategies to promote our products/services across various channels.
- track and analyse the performance of marketing campaigns using analytics tools.
- be the first point of contact for marketing & communication related topics.
- conduct market research and analysis to identify trends, competitors and potential opportunities.
- create engaging content for social media platforms, website and other marketing materials.
- support the maintenance and optimization of our website, ensuring content is up to date and SEO friendly.
- collaborate with the sales team to align marketing efforts with sales goals and ensure a consistent message across all channels.
- support the organization of commercial events and other promotional activities.
- manage graphic design of all marketing and communications tooling and manage branding continuity throughout the company's online and physical presence (e.g. infrastructure).
- execute our PR strategy, together with our PR partners.
- manage our growth hacking partner.

### Your profile.

To be successful in this role, you'll need:

- a bachelor's or master's degree, preferably in Digital Marketing, Communications, Business, Graphic Design or related field.
- 3-5 years of experience in a similar role, preferably in the B2B sector.
- ambition to work in a young energy company with lots of opportunity to learn and grow.
- native fluency in Dutch and/or French and English, both oral and written.
- great creation and copywriting skills.
- creativity and ability to think outside the box.
- to be tech savvy and have a strong understanding of digital marketing principles and best practices.
- strong attention to detail and project management skills.
- proficiency in Microsoft Office Suite.
- familiarity with social media platforms and digital marketing concepts.
- a good dose of common sense and a focus on delivering results.
- bonus points for web design and basic coding skills.

We offer the option to work full-time (5 days a week) or 4/5th (4 days a week, 80%). Let us know your preference when you apply.

## But the best part? We're not just a company!

Bnewable is a rapidly growing renewable energy company and offers you a chance to grow with us by taking on a key role in making the energy transition happen.

We are a team of passionate energy experts who are eager to help and learn from our team members and to collectively grow as a team. We are committed to fostering a diverse and inclusive work environment, where everyone is encouraged to express themselves. We take care of our people by offering competitive compensation packages that reflect your worth and potential, combined with flexibility through our hybrid working policy, giving you the trust and freedom to manage your projects and responsibilities.

## Employeneurship at Bnewable

Not just as a word but as a way of working, a paradigm even. Employeneurship is about thinking and acting like an entrepreneur, with the added security of employment. But more than anything, it is a guarantee for continuous development and the opportunity to really be fully responsible for the direction of your career.

## (Y)our values.

# B.

Authentic and result driven.  
We bring passion to the game, it's contagious.

# new.

Proud to challenge the market. The status quo won't transform the energy system.  
We are humble and resilient.

# able

Collaboratively with a no-nonsense attitude.  
Bringing clarity and reliability to our customers.

## So, what are you waiting for?

If you like what you read and you have **#goesting** to join the Bnewable team and contribute to our story, please reach out by sending your CV and let's make a difference together.

Can't tick off all the talents but still feel the itch? Then be sure to apply! A match is a match, and sometimes more important than a list.

Cheers,  
The Bnewable team or #Bnewies!