

Trixie – Digital Marketeer

Are you passionate about digital marketing and energized by setting up and fine-tuning online campaigns that truly deliver results? Then you might soon join our Trixie CROWD!

As a Digital Marketeer, you take the lead in launching, managing, and optimizing our digital campaigns. You translate strategy into high-impact campaigns, extract insights from data, and work closely with the team to build a strong and consistent online presence.

Your tasks:

- You set up **digital campaigns** via Google Ads, Meta Ads, and TikTok Ads, and optimize them down to the last detail. You **A/B test audiences, visuals, and copy**, and **report on key KPIs** such as ad recall, CTR, and ROAS.
- You contribute to the **social content calendar** and help bring posts to life on Instagram, Facebook, and TikTok. **Community management and interacting** with followers are totally your thing.
- You closely **monitor ongoing campaigns** using tools like Google Analytics and Looker Studio, **analyse performance**, and adjust when needed. You **create clear reports** and translate insights into actionable optimizations.
- You **actively contribute to our SEO strategy** by conducting keyword research, optimizing content, and identifying new opportunities.
- You **identify and reach out to relevant influencers** (mainly family- and mom-focused content), **coordinate collaborations**, and **evaluate their impact** on reach, engagement, and sales.
- You **help manage our presence on marketplaces** such as bol.com and Amazon, and share ideas on how to further grow and optimize our performance there.

Your profile

- A **bachelor's degree in marketing or communication**, with **at least 2 years of experience in paid advertising** (Google Ads, Meta Ads, TikTok Ads, etc.) **and SEO**, forms your solid foundation.
- You're **analytical and result-driven**, able to work with data and KPIs, and translate insights into concrete action points.
- **Formulating hypotheses**, experimenting and continuous optimization come naturally to you.
- You work **independently** and in a **structured way**, set priorities, and **keep a clear overview** (even when the to-do list grows long).
- **Clear communication** and **smooth collaboration** with others are among your key strengths.
- You're **enthusiastic** and **hands-on**. You spot opportunities, take initiative, and think proactively about the bigger picture.
- You are **fluent in Dutch and English**. Knowledge of French is a plus.

We offer you

An **infinite playground** of opportunities!

At Trixie, you'll work in an **inspiring, creative environment** where you can be completely yourself — surrounded by **energetic colleagues** who love to **lunch and laugh** together.

You'll also step into a world full of endless possibilities — a place where you're encouraged to **grow, create, and make a real impact**.

- **Infinite growth:** explore and develop your talents in a dynamic organization, with all the ups, downs, and progress that come with it
- **Infinite impact:** we offer you plenty of autonomy and trust, so you can take initiative and actively help shape the Trixie brand. Your ideas matter.
- **Infinite incentives:** count on a competitive gross salary topped up with various extra-legal benefits (expense allowance, meal and eco vouchers, hospitalization insurance, cafeteria plan, ...), the flexibility to take extra (unpaid) leave when you need it, and fun moments with the Trixie CROWD. And yes, **hybrid work** is an option after your onboarding period.

Ready to experience all of this in a place as inspiring as your job? Welcome to Treehouse – our **brand-new, sustainable office building** where **imagination and connection** come to life.

<https://www.trixie-baby.com/home>