

Led Techno has been a leading '**Solutions Provider**' for laboratories in the **Benelux** for 40 years, specializing in microbiological laboratories. We offer a wide range of products and services, including **equipment**, media, Neogen Petrifilm, glassware, plastics, protective clothing, and complete automation projects. Our core values are quality, expertise, customer orientation, and the well-being of our employees. At **Led Techno** we say:

"We care about our clients and employees!"

Your role as Marketing Specialist

As a Marketing Specialist, you will be responsible for developing, implementing, and optimizing marketing strategies that increase our brand awareness and support our business goals. You will work closely with different departments to coordinate campaigns and ensure consistent brand messaging.

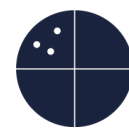
Marketing Specialist

What will you do?

- **Responsible** for the overall marketing of the group, with a strong focus on online channels.
- Develop and manage marketing concepts and campaigns aimed at lead generation and brand reinforcement.
- Collaborate with the **creative team** to communicate marketing messages consistently and attractively.
- Coordinate various **marketing projects** and ensure timely completion.
- **Analyze market** and customer data to gain insights for refining marketing initiatives.
- Work closely with the sales and product team to align marketing activities with commercial goals.
- Contribute to organizing professional **events and trade shows** in the Benelux.
- Manage digital marketing channels, including social media, email, and SEO.
- **Create engaging content** for various marketing channels.
- Monitor and report on the performance of marketing campaigns.

What do we expect from you?

- A **completed bachelor's degree in marketing**, communications, or a related field, with at least **3 years of experience** in a similar marketing role, preferably in the B2B sector.
- In-depth knowledge of **digital marketing** tools and platforms, including social media, email marketing, and SEO.



- Strong **organizational skills** and the ability to manage multiple projects simultaneously.
- Excellent **communication skills** in Dutch, English, and French.
- **Analytical ability** with experience in using data analytics tools to monitor and improve marketing results.
- A proactive and **results-oriented** attitude with attention to detail.
- Willingness to **occasionally travel** within the Benelux for events and customer visits.
- Affinity with the laboratory sector and the ability to quickly acquire new knowledge about products and services in this sector.

What do we offer you?

- All the resources to fully develop yourself in an engaging and varied role.
- A **competitive salary** package aligned with your responsibilities and experience.
- **Extra-legal benefits** such as meal vouchers, hospitalization insurance, group insurance, cafeteria plan, and eco-vouchers.
- A full-time position of **38 hours per week** with flexible working hours and the possibility of working from home after a training period.
- A company laptop and smartphone.
- A collegial and supportive work environment that values a **good work-life balance**.

We care about you!

Are you looking forward to becoming our colleague? Send your CV and motivation to iris.heulsen@ledtechno.be. Your application will be treated confidentially.

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