

Marketing & Communication Manager

Hexeko

Founded in 2018, Hexeko is a start-up with a mission to modernise and digitise the employee benefits package. Hexeko provides its corporate clients with a smart spending card and an employee App, as well as an intuitive management platform. With its technological tools and innovative payment methods, Hexeko aims to become the market leader in employee benefits in Europe.

Since its creation, the start-up has experienced strong growth in Belgium and is currently expanding internationally. At the end of 2021, Hexeko was acquired by the Up Group, one of the world leaders in the employee benefits market (active in more than 20 countries). In collaboration with this French group, Hexeko now offers a multi-benefit solution called UpOne that brings together lunch, mobility, gift and culture on one card and one App.

Hexeko's goal is to continue to innovate and revolutionise this sector in the years to come. This is why we are looking to expand the team with ambitious and motivated profiles.

Joining the Hexeko team means:

- Improving the daily life of employees and companies.
- Participating in the evolution of the Belgian and French employee benefits market.
- Developing your skills through training and a stimulating work environment.
- Being part of a young and dynamic team.

Mission

We are looking for a marketing and communication manager to improve and develop our communication with our customers and partners. The position is very entrepreneurial, with a high level of responsibilities. Your mission will be to manage the marketing department. You will be asked to perform various tasks such as:

Marketing & Communication

- Generate content (videos, articles...) and communicate it to current and future customers, partners and collaborators.
- Develop and define a marketing strategy through different communication channels (Newsletter, Facebook, LinkedIn,...).

- Manage external communication with customers and partners.
- Write a press kit.
- Build assets and marketing campaigns to launch the product, offering or service.
- Produce materials to engage with prospects and clients based on sales, KPI's and customer marketing.

Strategy

- Define and execute the go-to-market of our employee benefits services.
- Help name new offerings and services.
- Work with other managers on the positioning of our products.
- Keep an eye on the extra-legal benefits market in Belgium and the competition to identify the latest innovations, trends and opportunities.
- Participate in strategic meetings and provide input to define and optimise the company's business.

Required profile

- Minimum 2 years of higher education (or equivalent experience).
- A master's degree is a plus.
- Experience in marketing / communication is an asset.
- You are fluent in at least two languages: French, Dutch and English.
- You are not afraid to take responsibility, you are curious and versatile.
- You like to work in a team spirit.
- You are autonomous, methodical and rigorous.
- Taking initiative is in your character.
- You are known for your communication skills. You are creative and like to find original solutions that are out of the ordinary.
- Your spelling is perfect.

What we offer

- A competitive salary, based on experience.
- An exciting job in a true startup environment.
- Permanent contract: beginning ASAP.
- Location: La Hulpe.
- Flexible hours - up to 2 remote working days per week.

Interested? Send us your CV and a few lines to explain why you want to join us at jobs@hexeko.com !