

Bebat – Marketing Manager

Marketing Manager

You are responsible for the marketing of one of Belgium's best-known environmental brands. Bebat runs strong B2C campaigns to raise public awareness and operates in a complex, technical and fast-evolving B2B environment. We also act as the marketing department for the group's sister organisations (including Sortbat, Watt4ever, BebatPro and Reneos). As Marketing Manager you lead the marketing team (4 people), steer the advertising and media agencies with a firm hand, and are responsible for both day-to-day management and strategic direction.

A taste of what you'll do:

- You are responsible for all marketing activities of Bebat and the group — B2C, B2B, PR and stakeholder campaigns alike
- You build a strong media and marketing strategy and challenge the media and advertising agencies on strategy, creative, planning, rates and results
- You ensure smooth collaboration with internal clients as well as with external agencies (media, PR, content, creative)
- You sign off on campaign concepts, content and media plans, along with the associated budgets
- You steer several ongoing marketing projects and make sure campaigns, content and communication are perfectly aligned
- You quickly get to grips with complex, shifting market conditions and translate them into clear direction for your team
- You liaise internally with the other departments (operations, digital services, etc.)
- You track results and KPIs, safeguard the marketing budget and report to the management team

Your profile

- At least 10 years' experience as a Marketing Manager or in a comparable role, including at least 8 years in a leadership position
- Solid B2B marketing experience in a complex, technical and fast-evolving environment — and you enjoy doing it
- Experience with strong B2C brands and campaigns; PR experience is a plus
- Excellent knowledge of the Belgian media landscape, and the nerve to challenge media agencies
- Leading a team positively and helping it grow, while also taking ownership and rolling up your sleeves — switching easily between strategy and execution
- At ease in a fast-changing market: you pick up trends quickly and bring the necessary maturity. Experience in a shared services environment is a plus
- Strong in planning and stakeholder management
- Excellent Dutch; French and English are a plus

What we offer you?

- A key role in a socially relevant organisation with a clear sustainability mission
- A position with broad responsibility and visible impact
- The opportunity to translate our sustainability mission into strong campaigns, sharp positioning and measurable results
- A close-knit team where collaboration, ownership and continuous improvement are central
- A competitive salary package supplemented with fringe benefits
- Working at our site in Tienen, with the option to work from home

<https://www.bebat.be/>