

Orac Decor – Head of Digital Marketing

Head of Digital Marketing

With an eye for interior design... or two!

Are you an entrepreneurial and results-oriented marketing leader who thrives in a dynamic, high-growth environment? If so, we have a unique opportunity for you to play a pivotal role in shaping our journey toward a more data-driven future. But first, let us introduce ourselves

At Orac, we believe every wall is a blank canvas. Where others see a flat surface, we see a world of possibilities. Welcome in the world of Orac. The world of architectural elements, made for walls.

We are a family-owned Belgian company that has been a leader in architectural elements for walls for over 50 years. From our headquarters in Ostend, our innovative products are available across Europe, from Paris to Köln, London, Barcelona, Slovakia, Lecco, and beyond.

Our commitment to sustainability is at the heart of everything we do. We strive to make a positive impact not only today but also for future generations. Sustainability is a core value that guides our choices—choosing the good one for our planet, people, and community.

We believe in a world in which digital technologies and data enhance the customer experience. A solid digital backbone combined with strong local teams is a powerful mix for our growth.

And we need you for this...

We are seeking a **Head of Digital Marketing** to be in the operational heartbeat of our marketing team. In this role, you'll optimize processes, leverage data and drive the adoption of new technologies to improve customer journeys and empower our marketing efforts.

Ready to become part of it?

As the Head of Digital Marketing, you will:

- Enhance the customer journey by identifying key insights and refining touchpoints to improve moments of truth.
- Develop and optimize lead acquisition strategies across digital and offline channels to generate high quality leads.
- Implement lead nurturing and scoring frameworks to ensure smooth handover to the sales team.
- Continuously analyse and optimize the marketing funnel for sustained growth and improvement.
- Create high-standard marketing processes that support strategic initiatives, such as lead generation, content distribution, product launches and distribution.
- Act as a manager and coach for the marketing team, fostering collaboration and synergy across local teams.

- Evaluate and integrate new technologies to optimize the marketing team's performance.

We are looking for someone who ...

- Hold a Master's degree in Marketing or a related field.
- Has a minimum of 5 years of marketing experience, including campaign management workflows and reporting frameworks.
- Is experienced with email marketing platforms and marketing technologies (crm, analytics platforms).
- Possesses strong analytical skills with the ability to interpret data effectively for decision- making.
- Thrives in collaborative environments, with experience coaching team members.
- Has experience managing cross-functional teams and collaborating across regions.
- Is passionate about interior design with an understanding of premium markets (b2b market is a big plus).
- Is fluent in English; additional languages are a bonus.
- Has a great sense of humour

And of course, our offer to you...

- We give personality to walls and opportunities to personalities!
- Hybrid working, up 2 days from home.
- Make a significant contribution to our high-potential premium brand with ambitious global reach.
- Competitive salary with extra-legal benefits (life insurance, health insurance, meal vouchers, etc, ..) in line with your experience.
- Enjoy 12 additional paid leave days per year in addition to legal holidays (40 hours work week)
- Colleague discount. We know you'll love interior design, that's why you can start using our colleague discount from day one.
- Innovative environment: work in a dynamic team that values creativity and operational excellence.

PASSION, INSPIRATION and LOYALTY are our values. Join a dynamic company with a fun and stable working environment. We would like to welcome you to our ORACIAN family!

What Success Looks Like

- Within 60 days,
 - Establish efficient marketing workflows and team structures
 - Roll out key process improvements while leading impactful projects
 - Deliver a KPI driven impact review to the management team, showcasing progress in customer acquisition

<http://www.oracdecor.com>