Job offer

Ref. 2026A001426

ERTP IS RECRUITING FOR ONE OF ITS CLIENTS

Head of Marketing

LOCATION	CONTRACT	EXPERIENCE	LANGUAGES
Brussels · remote-first	**Full-time**	**About 10 years**	**English**

Why join us?

Founded by a team of experienced SaaS founders and hospitality executives, the company is on a mission to revolutionize the hospitality industry and become a major vertical SaaS player. Our ambition is fuelled by a fantastic product built on top of the Salesforce platform and a spot on time to market.

We raised a funding round to scale our operations and expand internationally. Your role is key at our stage to make sure we scale the right way, it is an opportunity to have a big impact on the company.

Our customers are all over the world and so are we, with team members from many nationalities, based on several continents and time zones, building a strong common culture while respecting the individual constraints of everyone in our remote-first environment.

Our values:

- **Ambition** - We think big and act boldly. We're organized to move fast, scale quickly and set industry standards.
- **Care** - We believe in the power of being surrounded by a diverse international team of all-stars, who are caring about each other and our customers. We prioritize balance and wellbeing.
- **Innovation** - We look at the big picture to develop new solutions never done before. We believe in asking questions, challenging, and rarely taking no for an answer. We encourage our customers to do the same, and partner with them to bring forth this change.
- **Service** - We develop services for people whose businesses are, above all, about quality of service. Our customers are at the heart of everything we do, and our technology is simply a means of helping them deliver exceptional service to their customers.

About the role

As a rapidly growing SaaS company, with high-performance teams and a collaborative culture, where employee innovation and ideas are encouraged, this position is vital to the company's success.

This is a key fast-track opportunity to come work and learn from the CEO and co-founder.

As our Head of Marketing, you will:

Contribute in a strong, fully remote team and be a team player in a highly collaborative environment.

Reporting directly to the CEO & founder, you will work hand in hand with the Leadership team and key stakeholders, notably on Sales and Product side, to design and roll out transversal marketing strategy, strengthen product marketing, and beef up support to sales, as well as acquisition volume and quality.

As Head of Marketing, you will be responsible for:

Strategy

- ✓ Design and prioritize high level Marketing & Product Marketing plan and budget
- ✓ Coordinate internally and align all key stakeholders, from leadership team to sales, marketing, and product
- ✓ Define and report on KPIs and identify untapped potential to pragmatically test

Product marketing

- ✓ Improve ICP targeting, conversion and velocity of sales
- ✓ Build and deliver product content: release notes, product sheets, battle cards, sales enablement materials

Acquisition & retention performance

- ✓ Branding and awareness content
- ✓ Acquisition: gear and grow demand generation through paid / unpaid acquisition channels and improved campaigns / CRM workflows / data management and automation
- ✓ Strategic Partnerships: build and animate key partnerships (consultancies, technology partners,...) to drive awareness and generate new qualified prospects

Field Marketing

- ✓ Events & communication: plan and support sales / customers / partners' internal and external events organization to maximize impact (inc. on site representation actions)
- ✓ Ensure day to day operations, from website administration to regular media communication, content posting, etc.
- ✓ Animate communities (customers, consultants, technology partners)

Team management

- ✓ Recruit and manage a network of ghost writers, designers, and data analysts as required
- ✓ Recruit and manage a marketing associate to run field marketing and day to day campaigns

About you

You will be a great fit if you have:

- ✓ About 10 years of professional experience
- ✓ Previous experience as Head of Marketing and/or Product Marketing in a B2B SaaS environment
- ✓ Diploma from a top-tiered engineering or commercial school
- ✓ You have excellent analytical skills, you master G-Suite and Marketing CRM like Hubspot
- ✓ You have an acumen for content marketing
- ✓ English speaker
- ✓ Fast learning curve

Bonus point if you

- ✓ Know Salesforce
- ✓ Have hospitality knowledge and/or background

What you can expect

- ✓ We will provide the best IT equipment of your choice (Apple or Windows)
- ✓ We are remote-first: as a fully remote team of repeat entrepreneurs, we value communication, teamwork, and transparency above all.

- ✓ Global-first: you will join an international team on several continents; we organize monthly meetings and yearly events to gather all the team together. English is our first language.
- ✓ We are people-first: we care about our people (team members, clients, and partners), we value work-life balance, and consider any request to achieve fulfillment at work

How to apply?

1. Create your candidate account on **app.ertp.be**
2. Search for reference **2026A001426**
3. Send your application directly on ERTP

Scan to open the offer

ERTP publishes this offer on behalf of one of its clients. Direct link: https://app.ertp.be/marketplace/jobs?ref=2026A001426