

## **Senior Meaningful Content Strategist freelance**

The Belgian Association of Marketing – BAM is the main marketing association in Belgium with some 500 members. BAM is an open community which aims to connect all marketing stakeholders.

BAM main mission is to define the future of marketing in Belgium to be about meaningful marketing & to install marketing at the strategic heart of every company in Belgium

BAM is looking for a Senior Meaningful Content Strategist

### **Mission**

Together with the Director of the association, the BAM team and the key stakeholders (Board members, Hub's Presidents), the Senior Meaningful Content Strategist will have to:

- 1) Define the global content strategy for BAM with respect of:
  - the mission and objectives of the association defined by the Board of Directors
  - the target groups
  
- 2) Implement the strategy in close cooperation with the BAM team & current partners

### **The mission includes:**

Manage, adapt and/or produce content coming from different sources:

- Experts Hubs
- dedicated working groups (MOTY, Congress, MIXX, BNB, etc.)
- members
- Founding Architects
- Market insights

Ensure the consistency of the content distributed by BAM, particularly on:

- the website
- social networks
- events
- trainings
- lobbying

Manage and implement the dissemination strategy by integrating:

- Channel identification and selection (owned, earned & paid media, on & off-line)
- Approach channel by channel

### **Requirements**

We are looking for a Content Strategist who has a 2-5 years' experience in a similar role, highly creative and with a good understanding of influencer/social media marketing, brand strategy and planning.

- Able to demonstrate expertise in strategic thinking and creative implementation
- Strong writer, able to craft compelling and engaging copy across all channels
- Team player
- Exceptional communication skills - both written and verbal
- Perfect Bilingual FR/NL

### **We offer**

We propose a part time mission on a freelance base.  
Conditions to be discussed

### **Contact**

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