

FYBOX – Introduction

FYBOX is a young Belgian growing company specialized in all kind of lightboxes, the reliable visual communication partner to high-end Retailers.

Aluminum profiles, premium quality visuals & a unique online ‘customer’s platform for a unique in-house communication/experience. Quick, easy & cost effective, FyBox offers endless possibilities.

Have a look at our achievements <https://www.fybox.net/projects/references/>

In order to consolidate its position and diversify, FyBox wants to position its products in the **BtoC decoration market**.

RESPONSIBILITIES and DELIVERABLES

You will work together with our team and draw up a strategic vision for our brand’s development BtoC market. You ensure the implementation of this vision by means of adequate online and offline campaigns, physical sales and profitable sources. You will be **responsible for the overall B2C results** of FyBox.

The position includes the following challenges;

- Establish a clear **sales strategy and positioning** for our **B2C customers** in order to recruit and retain a new customer basis;
- Ensure **BtoC direct sales** based on a trimestral target;
- work on the **client acquisition** development (conversion & retention)

- **Implement the marketing/communication plan** which is mainly cross-media and focuses on **content strategy for the BtC & BtB segment**: website updating, managing a blog, the integration of social networks, updating the FAQ, managing e-mail campaigns, PR communication, collaboration with influencers, etc;
- Be the **starting point for the product development** requested by the members of our community;

PROFILE

We are looking for a student, enthusiastic about our products & having some digital ‘sales’ affinities such as experiences in web related sales; understanding the SEO, SEA and SMO techniques,

Working in a structured and independent way, capable of working in a small team, flexible- & result-minded, for a long term internship preferably (min. 3 months).

Required languages: English, French (Dutch if possible).

WHAT DOES FYBOX OFFER?

FYBOX has successfully evolved from a start-up to growing small company with strong clients, qualitative references and a recurring business model. The first phase of starting from scratch has been successful, now the challenge is to develop the business in a structured way and make it grow.

We offer an entrepreneurial experience in an already existing structure, working in a part-time mission with profit sharing based on the following principle:

- Fixed remuneration;
- Variable remuneration based on performance;

If you're interested in this Job Description please feel free to contact us @ v.hannecart@fybogroup.com with your resume and a motivation letter. All applications will be treated in the strictest confidence.