



#VACANCY

DIGITAL

BASIC-FIT

DIGITAL LEAD

Basic-Fit helps you get in shape and stay in shape; where, when and however you prefer. The company makes fitness accessible, easy, affordable and fun. With over 1.8 million members Basic-Fit is het number 1 fitness brand in Europe and one of the fastest growing enterprises in the Netherlands. The Digital Lead is crucial in keeping up the pace. He/she leads the performance driven marketing activities throughout Europe and makes data the starting point for decision-making.



ABOUT BASIC-FIT

Basic-Fit aims to make fitness accessible for everyone in Europe. The Dutch corporation owns over 620 high-tech gyms in the Netherlands, Belgium, Luxembourg, France and Spain, and opens two new clubs every week.

Digital is the new trend in fitness and Basic-Fit is leading the pack. In France people even refer to Basic-Fit as 'the Spotify of fitness'. Next to top notch equipment and flexible membership models, the company offers virtual coaching, workout advice and support through an app and digital group classes. That makes Basic-Fit an innovative fitness partner for in the gym and at home.

Since 2010 Basic-Fit has seen tremendous growth. The company opened a lot of new gyms and managed to grow its member base in existing locations. But for Basic-Fit it all just feels like a warm up. Their mission is to have a membership pass on every kitchen table in Europe. That's why Basic-Fit, in the next few years, plans to open at least 300 new locations all through Europe.



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DIGITAL LEAD

The Digital Lead plays a central role in realizing the ambitious growth plans. He/she increases traffic, optimizes conversion and comes up with creative new ideas for client acquisition and retention. The Digital Lead focuses on the entire spectrum of (digital) channels and campaigns, and therefore has a huge impact on the inflow of new gym members.

The Digital Lead manages the Performance Team, consisting of a Data Analyst, a Product Owner and an Online Campaign Manager. He/she reports to the International Marketing & E-commerce Manager.

DIGITAL STRATEGY

The Digital Lead is responsible for the digital full funnel strategy across all countries. He/she determines the strategic direction, sets up digital year plans, targets and KPIs per country and tracks implementation. The Digital Lead works intensively with the Marketing Managers in the different countries.

To develop an effective digital strategy, the Digital Lead has a solid understanding of omnichannel sales, which he/she combines with elaborate data analysis and insights into the latest

“The Digital Lead helps us take the next step in our data driven way of working. I’m looking for someone who sees new opportunities and doesn’t shy away from rolling up their sleeves to get things done. The Digital Lead will get a lot of freedom, which gives them the unique opportunity to significantly impact a listed, international company that still feels like a start-up: dynamic, fast growing, down to earth and non-hierarchical.”

ERICA HAHN, INTERNATIONAL
MARKETING & E-COMMERCE
MANAGER

developments in the field of digital marketing and conversion optimization.

DEVELOPING DIGITAL CAMPAIGNS

The Digital Lead develops and executes digital campaigns and coordinates with external agencies and partners such as Google and Facebook. He/she has a good feel for the impact of campaigns on the Basic-Fit brand name and the wider role campaigns have in driving conversion.

Next to the cooperation with the local Marketing Managers, the Digital Lead also works closely with e.g. the Brand Lead and Content Lead. Another important responsibility of the Digital Lead is to manage the Performance Team. He/she inspires and motivates the team members to work at the best of their abilities.



HOOFDDORP

ERVARING

- HBO+ education
- 8+ years of experience
- Experience in e-commerce/
digital and omnichannel sales
- Proficiency in working
with digital tooling:
Google Analytics and other
dashboards
- Experience with Commerce
Cloud is a plus



CONTACT



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