



VACANCY

# Growth Hacker

## Requirements

- Over 2 years' experience
- Degree in or experience with growth hacking, digital marketing, automation, etc.
- Conceptual thinking
- Analytical
- Stakeholder management
- Fluent in Dutch

 **Amsterdam**  **Minimum of 2 years experience**



**Top of Minds is a rapidly expanding professional services provider with a strong B2C element. With clients ranging from agile scale-ups to global corporates and with tens of thousands of candidates throughout Europe and beyond, key topics for the Growth Hacker are market-entry strategy, branding, seamless user journeys, and personalization.**

## Top of Minds

**Top of Minds started as a disruptive player in the Dutch executive search market in 2008. Within ten years' time, we became the market leader in a wide range of industries and functional domains with a strong focus on digital executives. Because these candidates are in high demand everywhere, we have become the trusted partner for a broad client range. From fintechs to a museum for contemporary art, from e-commerce scale-ups to multinationals, and from consultancies to NGO's.**

We are expanding along multiple axes. For example, we have verticals offering interim services and executive support professionals (Het PA Bureau), and as of 2022, we have opened offices in Germany and Spain. Other irons in the fire include the UK, the Nordics, and a pan-European practice.

Our competitive advantage is our disruptive business model. Marketing plays a crucial role in both lead generation and candidate engagement. We invest heavily in digital technology, storytelling, and content marketing to help our consultants build and maintain strong personal relationships.

**'We're a professional services provider with a classic B2B marketing flow. But we're also a brand with a solid marketing machine aimed at candidates. We need a Growth Hacker to accelerate both sides.'**

Deborah Klaassen, Creative Director

# Growth Hacker

This is a high-impact role within this rapidly expanding scale-up, shaping and optimizing the marketing mix. The Growth Hacker is always in the know of the latest industry developments, brings fresh ideas to the table, enthuses colleagues, and takes charge of project management of key initiatives. It's also a key role in our international expansion, launching the brand and driving traffic from day one.

**'As a Growth Hacker at Top of Minds, you need to be curious and creative, strong-willed and blazingly intelligent. If that's you, we're gonna have a lot of fun together.'**

Sophie van Balen, Creative Manager Het PA Bureau

## Marketing innovation

The marketing department has an agile way of working, which means innovations can be realized rapidly and frequently. The Growth Hacker is quick to set up small-scale experiments, analyze data to gain insight, and iterate, optimize, change or scale up the experiment in collaboration with the Online Marketing Manager Lente Dobbelaar. The Growth Hacker will also collaborate with Operations Manager Martijn van Wingen to make marketing processes more structured, data-driven, and efficient, thus optimizing impact.





The Growth Hacker will be in charge of innovating and improving the marketing machine, while the rest of the marketing team is operating it. Currently, our marketing mix includes the Top of Mind platform, SEO, SEA, social media, mailing lists, affiliate marketing, print, radio, and outdoor. Based on market research, the Growth Hacker will determine the right marketing mix for each geographic market and market segment, and will be involved in the development of campaigns.

**‘In terms of marketing technology, we are way ahead of the rest of the executive search market. It’s a major driver of our growth and the possibilities are endless, so we’re keen to keep innovating.’**

Lubbe Bekkering, CFOO

### **Teamwork**

Currently, Top of Minds counts twelve in-house marketing experts – full-time and part-time – and a close-knit network of twenty creatives who frequently work for us on a freelance basis. The Growth Hacker will inspire and challenge the rest of the team continuously. They will also collaborate closely with Auke Bijnsdorp (the founder and creative force behind the rapidly expanding business), Chief Financial & Operational Officer Lubbe Bekkering, Operations Manager Martijn van Wingen, Creative Director Deborah Klaassen, and Art Director Else Schaapman.

**‘I’m really enjoying the culture at Top of Minds. It’s a perfect combination of freedom, responsibility, trust, and mutual support.’**

Else Schaapman, Art Director



## Personal development

At Top of Minds, personal and professional development is the basis of every employment. The members of the marketing team have all learned new skills and broadened their experience, from graphic design to photography to digital marketing. For example, the Growth Hacker may use this position as a springboard from B2B to B2C, or to gain experience with a multi-country set-up.

**'Top of Minds offers the opportunity to work for a fascinating mix of corporates and innovative scale-ups, so we're always challenged to think outside the box.'**

Melvin Bertelkamp, Graphic Designer



**Interested?** Please contact Deborah Klaassen at [deborah.klaassen@topofminds.com](mailto:deborah.klaassen@topofminds.com) to express your interest.



**This position combines personal development with driving impact.**

Auke Bijnsdorp, Founder