

Vacancy at Basic-Fit

International Performance Marketing Manager

BASIC-FIT



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Funcieprofiel

- Over 7 years of experience
- In digital marketing and performance data analysis
- And omnichannel marketing strategies
- Commercial and data driven
- Analytical and results-oriented
- Strong leader and stakeholder manager

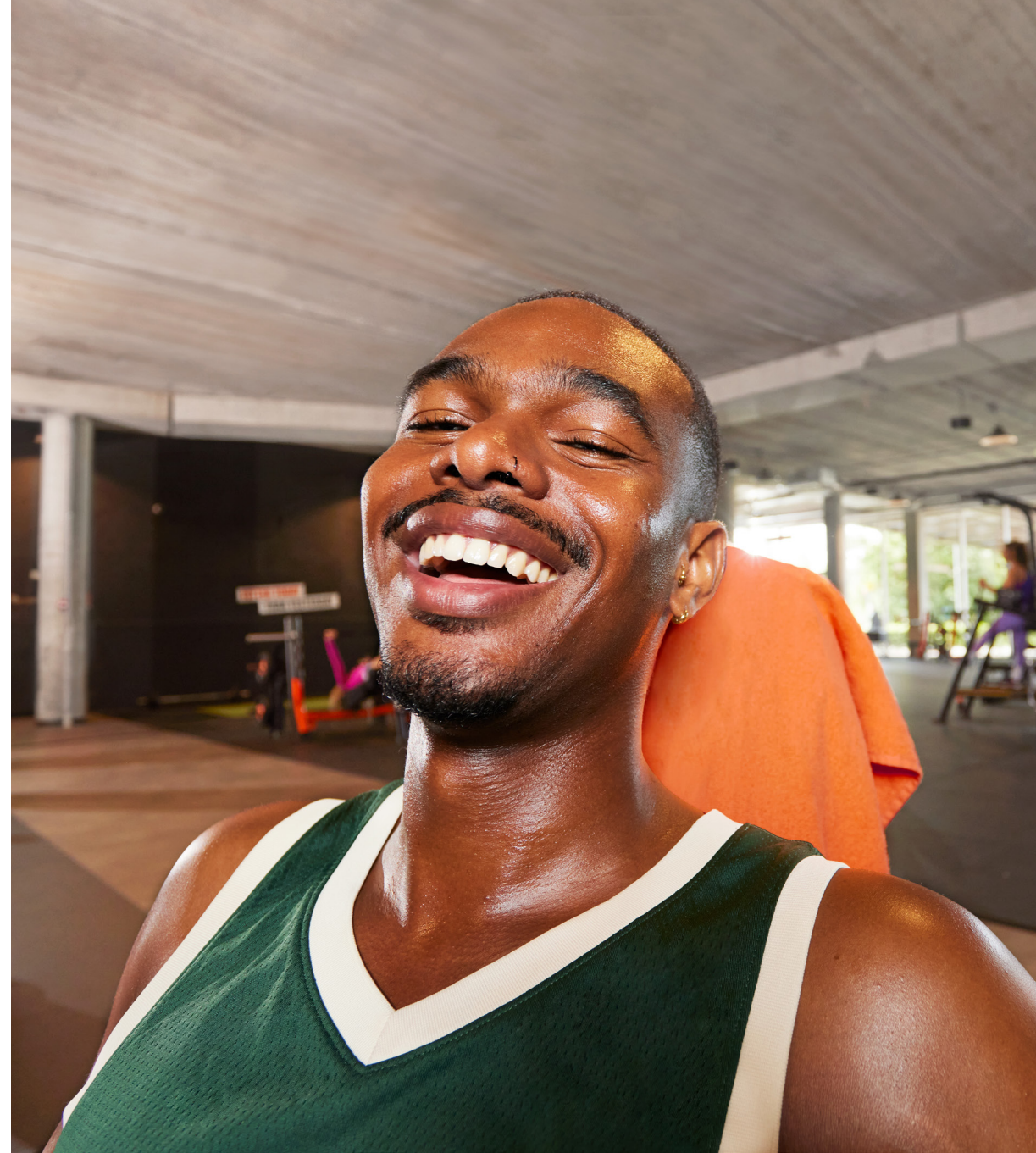
Basic-Fit, Europe's leader in value-for-money fitness, aims to become the global market leader. They are determined to make fitness accessible to everyone and a habit of people love. The International Performance Marketing Manager will develop and implement strategies that attract new members across Europe, laying the foundation for the company's expansion and success.

About Basic-Fit

Basic-Fit is the number one low-cost and high-value fitness brand in Europe. Their goal is to make fitness accessible to everyone and a habit of people love. Whether individuals want to work out in one of their 1,500+ clubs across Europe, stream a Basic-Fit class at home on their TV, or outside while listening to an audio workout, Basic-Fit aims to give everyone the opportunity to exercise. Young or old, alone or with a group, seasoned athlete or brand-new beginner, they strive to inspire everyone on their own personal fitness journey.

With more than 4.1 million members, this thriving publicly listed company's growth is thanks to their straightforward membership model and top-notch fitness technologies. Together with its Orange Team, Basic-Fit delivers solutions that maintain its core values: B(Be), A(Accessible), S(Smart), I(Inclusive), and C(Committed).

The international company's clubs are spread throughout The Netherlands, Belgium, Germany, Luxembourg, France, and Spain, with new branches opening every week.





International Performance Marketing Manager

The International Performance Marketing Manager will help realize Basic-Fit's ambitious growth plans. Responsible for acquiring new members across Benelux, France, Spain, and Germany, they will align the company's fitness proposition with customer needs, transforming insights into impactful performance marketing and media strategies.

Analytical and commercial, they easily understand relevant market trends, customer behaviors, and event data, and use their insights to optimize Basic-Fit's customer proposition and craft engaging media strategies. Focusing on online and offline campaigns, they will have a significant impact on attracting new members and, consequently, on the overall success of the organization.

Reporting directly to the Digital Marketing Director and working closely with the CCO, the International Performance Marketing Manager will lead a dynamic team consisting of a Data Analyst, Media Manager, Web Analyst, Digital Operations Manager, and two Performance Marketers. Collaborating with the company's performance media agency, data agency, and local media agencies in various international markets, they will also work with Marketing Managers in different countries to achieve the most optimal media mix and strategy.

An excellent communicator, the International Performance Marketing Manager is a confident multitasker and stakeholder manager who can quickly translate complex data and insights into clear recommendations used to make strategic business decisions. This role combines a deep understanding of omnichannel sales with extensive data analysis and insights into the latest digital marketing

and media attribution trends. Responsible for developing and owning effective digital strategies, the Performance Marketing Manager uses data-driven models to set strategic direction and determine budgets, taking full responsibility for the online marketing and media budget. They will also drive the automation of digital processes and work with interdisciplinary teams to develop seamless and effective marketing strategies.

An energetic leader, the International Performance Marketing Manager inspires, motivates and coaches their team and provides the structure, direction and guidance required to drive them toward achieving impactful results. The role is ideally entrepreneurial and passionate about fitness and the Basic-Fit brand with a results-oriented attitude and a proven track record in sales and marketing positions.

“The International Performance Marketing Manager will be instrumental in achieving our ambitious growth plans. Their ideas and the strategies they implement will be the driving force of our expansion, attracting new customers across Europe and propelling our growth.”

Thomas van Mastbergen,
Digital Marketing Director of Basic-Fit





Interesse?

Basic-Fit is working with Top of Minds to fill this vacancy.
To express your interest, please contact Linde Valk at
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