



<https://www.artemys.be/job/marketing-and-communication-manager/>

Marketing and Communication Manager

Description

On behalf of our client **Watt Matters**, we are looking for a **Marketing and Communication Manager** to lead and coordinate the company's overall marketing, communication, and brand visibility initiatives, supporting its ambitious growth strategy and reinforcing its position as a key player in the energy transition market.

Location: Brussels Region

Watt Matters specializes in designing, installing, financing, and operating **energy-producing installations for residential and public buildings**. Its technical solutions and services include the installation of **boiler rooms and cogeneration units, heat pumps, photovoltaic systems, remote monitoring and control systems, and building insulation**.

Watt Matters is committed to accelerating the energy transition and becoming a low-carbon society in the near future. It also aims to become a leading player in the energy transition market.

As the company continues its rapid growth, it is seeking a **Marketing and Communication Manager** who will help strengthen its market presence, increase brand awareness, engage customers and stakeholders, and support the company's business development through impactful marketing and communication initiatives.

Responsibilities

As a Marketing and Communication Manager, you will have these key tasks:

1. Digital Marketing and Content Creation

- Develop and implement the company's digital communication plan
- Create and publish content for the website, social media channels, newsletters, and other marketing platforms
- Produce engaging presentations, videos, articles, customer success stories, and promotional materials
- Coordinate marketing campaigns that support the company's commercial objectives and increase brand visibility
- Ensure a consistent brand image and messaging across all communication platforms

2. Community Management and Social Media

- Manage and animate the company's social media presence on platforms such as LinkedIn, Facebook, and Instagram
- Publish regular content aligned with the company's values and activities
- Engage with customers, partners, prospects, and stakeholders to strengthen relationships and increase brand visibility
- Monitor online interactions, respond to inquiries, and encourage community growth and engagement
- Monitor online trends and identify opportunities to increase visibility and engagement

Hiring organization

Artemys

Employment Type

Full-time

Duration of employment

Unspecified

Industry

Renewable energy

Job Location

Brussels, Brussels Region

Date posted

29 September 2026

3. Webinars and Educational Activities

- Plan and organise webinars and online presentations for customers, prospects, and partners
- Collaborate with internal experts to develop relevant and engaging content
- Prepare presentation materials and communication campaigns before and after events
- Promote events and analyse participation and engagement metrics
- Analyse participation and engagement results

4. Events, Trade Fairs and External Visibility

- Organise and support the company's participation in industry events, exhibitions, conferences, and trade fairs
- Manage event logistics, promotional materials, and follow-up communication
- Represent the company at selected events and contribute to networking and business development initiatives
- Ensure a consistent and professional brand presence during external activities

5. External Marketing Partners and Suppliers

- Coordinate relationships with graphic designers, marketing agencies, communication agencies, video production companies, and other external service providers
- Manage project timelines, budgets, and deliverables
- Ensure external partners deliver high-quality work aligned with the company's brand guidelines and objectives

6. Marketing Materials and Graphic Content

- Participate in creating visual communication materials, infographics, charts, presentations, brochures, and other marketing assets
- Collaborate with internal teams to transform technical information into attractive and easy-to-understand content
- Ensure consistency of the company's visual identity across all communication channels

7. Internal Communication and Team Engagement

- Contribute to internal communication initiatives that strengthen company culture and employee engagement
- Assist in the organisation of team-building activities, company events, and internal celebrations
- Promote company culture and employer branding initiatives

Qualifications

Profile

- Relevant degree (Marketing, Communication, Business, Journalism, or related field)
- Relevant experience in a marketing and/or communication role, ideally in an SME, B2B environment, or the energy sector
- Proven experience managing digital communication channels, social media, and content creation
- Experience organising events, webinars, trade fairs, or other marketing initiatives
- Strong writing and storytelling skills, with the ability to translate technical information into clear and engaging content
- Good knowledge of digital marketing tools, social media platforms, website content management systems (CMS), and email marketing tools
- Experience working with external suppliers and agencies
- Excellent communication and interpersonal skills
- Proactive, creative, hands-on, and able to manage multiple projects simultaneously

- Autonomous and well-organised, with a strong sense of ownership and initiative
- Interest in renewable energy, sustainability, and the energy transition
- Fluent in French and English; knowledge of Dutch is a strong asset

Personal Qualities

- Creative and communicative
- Entrepreneurial mindset and hands-on attitude
- Strong organisational and project management skills
- Team player with excellent stakeholder management abilities
- Curious, eager to learn, and comfortable working in a growing and evolving environment

Job Benefits

- A full-time employment contract
- An attractive salary package with a wide range of benefits and career development prospects
- An opportunity to work in a pleasant working environment as part of a dynamic and motivated team, committed to the energy transition and making a difference
- Opportunities for continuous learning and development