

Sensolus – B2B Campaign Marketeer – IoT Scale-Up (Ghent)

As our **Campaign Marketeer with an ABM focus**, you build the systems, plays, and data infrastructure that turn a shortlist of strategic accounts into pipeline and revenue. **This is not about making decks about ABM to management, it's about running the show. ?**

TL;DR // You will **cowrite and execute the ABM strategy** with our team, automating and continuously improving the end-to-end account-based motion from selection to activation to reporting. This means that you'll also own the operational rhythm that keeps our ABM motion actually shipping and not just stuck in someone's backlog.

Who we are

Sensolus is a **Belgian IoT scale-up** and *the* asset tracking platform for industrial operations. We help companies like **Airbus, Atlas Copco, DHL** see, locate, and manage the non-powered assets (think: containers, trailers, ground equipment) that quietly run their business. ?

We are scaling internationally and the accounts that will get us there are not just the ones that fill in a contact form. They are **industrial groups with dozens of sites, long buying committees, and asset operations that quietly cost them millions every year**. To win them, we need to stop throwing campaigns *at* them and start running plays *around* them. ?

This is where you come in...

What you'll do

You'll report directly to our VP Marketing and work shoulder-to-shoulder with your Marketing colleagues, Sales, Product, and RevOps. Small team, big mandate, **real ownership** from day one!

?? Run the ABM Engine

- Define and maintain **tiered account lists**
- Orchestrate **multi-channel plays** (email, LinkedIn, paid, direct mail, events, webinars) per tier
- Document playbooks so the system scales (not so it becomes "only that person knows how it works")

? Run Projects & Campaigns End-to-End

- Plan, scope, and sequence campaigns with **clear objectives, owners, and deadlines**
- Manage the campaign calendar across Marketing, Sales, and Product tracking budgets, timelines and dependencies
- Coordinate briefs, creative, copy, landing pages, and ad sets with internal teams and external agencies

We're a lean team so you'll get hands-on across the whole motion:

? Create Demand Inside Target Accounts

- Run experiments across sequences, ads, and landing flows

- Measure performance, together with our Performance Marketeer, **at the account level**
- Route inbound activity based on **account fit, intent, geography, and language**

? Build Agent-Powered Account Understanding

- Analyze a prospect's operations using public data and turn it into a structured "**operational hypothesis**"
- Craft a narrative per account explaining where Sensolus would **measurably improve operations**
- Ensure outputs are reliable

Who you are

You're **analytical, systems-minded, and "healthy lazy"** (read: if you have to do it twice, you automate it).

You probably:

- Have run **ABM, demand gen, or growth in B2B SaaS**; bonus points for industrial, logistics, or supply chain, where buying committees consist of five consecutive spreadsheet-loving people
- Have a track record of running campaigns and cross-functional projects **on time and on budget**
- Are **bitten by AI and automation**

- Communicate fluently in **English**; Dutch, French or German is a serious plus
- Are open to working at least **3 days a week from our Ghent office**

Pssst: if you have **2–7 years** of experience - titles don't matter, tell us what you've done!

What we offer

- ? **Real commercial impact**: your work shows up in pipeline and revenue, not vanity metrics
- ? **Real accounts**: you're marketing to household industrial names, not a faceless SMB long tail
- ? **Autonomy and trust**: ownership of how ABM runs here, the mandate to experiment, freedom to kill what doesn't work
- ? **A multiplier role**: across Sales, Marketing and Product
- ?? **Solid salary package**: topped with great benefits, flexible hours, and a work-from-home policy

If you enjoy combining **sharp ABM thinking, hands-on campaign operations, and a bias toward AI-powered execution**, come by for a coffee and let's talk.

?In-house search, no agencies at this time please.?

<https://www.sensolus.com/>