

Vacancy at Basic-Fit

Acquisition Marketing Manager

BASIC-FIT



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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 people love. The Acquisition Marketing Manager will develop and implement strategies that attract new members across Europe, laying the foundation for the company's expansion and success.

Candidate Profile

- Over 7 years of experience
- In omnichannel marketing, media, or consultancy
- Full media mix of Digital and ATL
- Commercial and data-driven
- Analytical and results-oriented
- Strong leader and stakeholder manager

 **Hoofddorp**

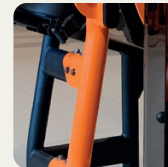
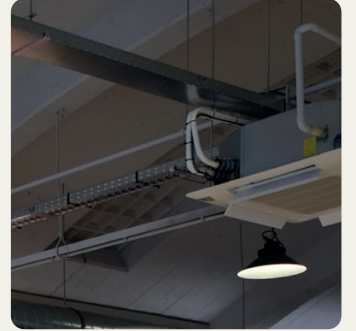


About Basic-Fit

Basic-Fit is the number one low-cost and high-value fitness brand in Europe. Whether individuals want to work out in one of their 1,700+ 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 6.1 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).

Basic-Fit's growth ambitions rest on three pillars: opening new clubs in existing markets, franchising, and taking over existing clubs and converting them to the Basic-Fit format. The international company's clubs are spread throughout The Netherlands, Belgium, Germany, Luxembourg, France, and Spain, with new branches opening every week.





Vacancy

Acquisition Marketing Manager

Basic-Fit wants to become the global market leader in fitness, and the Acquisition Marketing Manager makes sure the members keep coming to match that ambition. Responsible for acquiring new members across all markets, they align the company's fitness proposition with customer needs and turn those insights into strategies across online and offline media.

The role owns the full acquisition journey, from a prospect's first touchpoint to a completed membership sign-up. That journey runs across the complete media mix. TV, out-of-home, and radio weigh just as heavily as online and partnerships, so that brand objectives are met alongside sales targets.

The Brand Communication Team develops the campaign concepts and content. The acquisition team decides where and how those campaigns reach their audience, buys the media, briefs the agencies, and carries full responsibility for the media budget.

Pricing and proposition

Alongside the E-commerce lead in the team, the Acquisition Marketing Manager optimizes the core acquisition channels, with basic-fit.com as the main focus. With the Finance department, they continuously optimize the member proposition, including the pricing and promotion strategy. Success is measured on sign-ups, yield, revenue, and brand building. Every new member has to earn back the cost of acquiring them, and Basic-Fit has to stay the obvious choice long after a campaign ends. Supported by UX, UI, data, and innovation, the acquisition team makes sure that the attention generated through media converts into members.

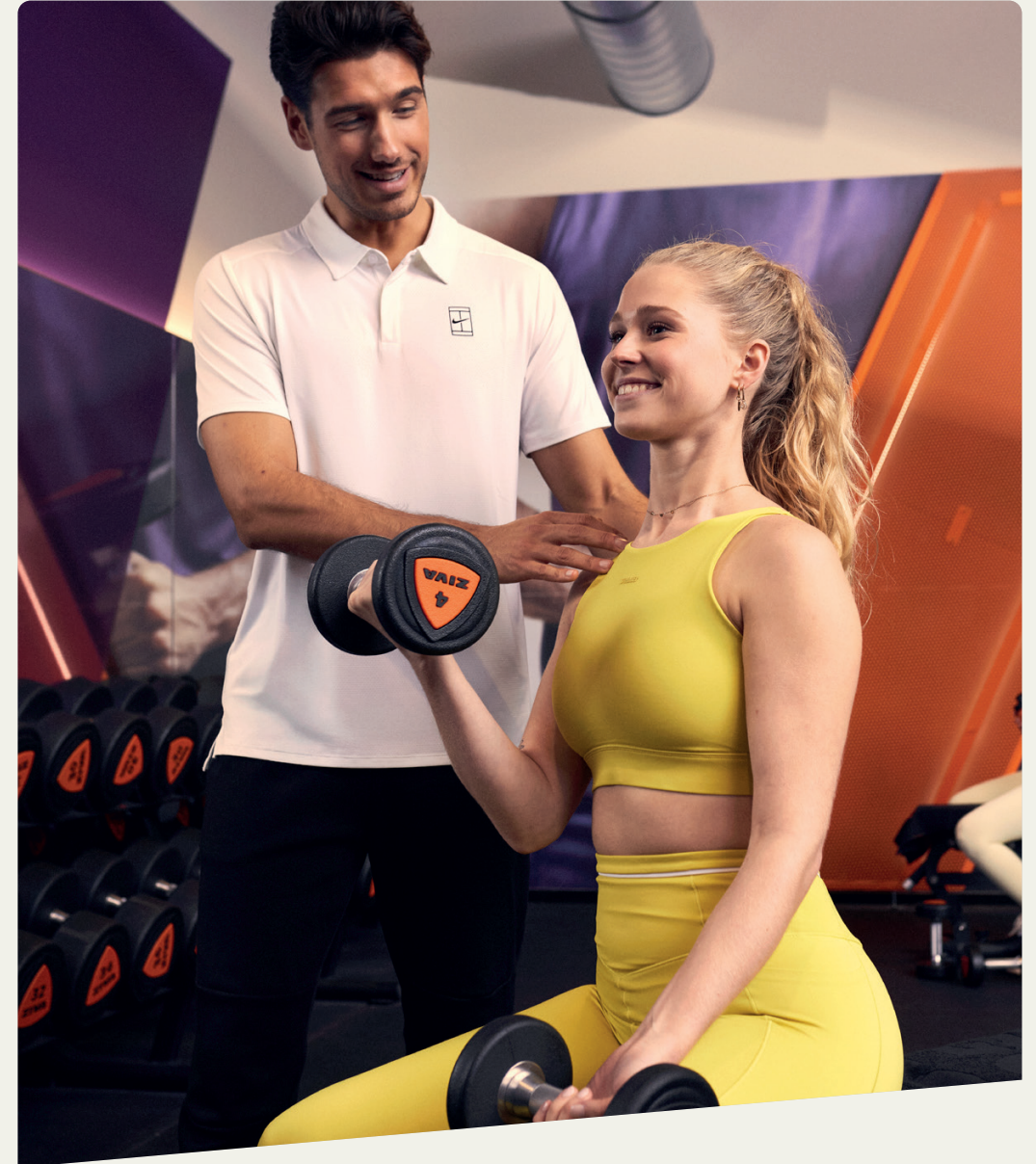
Reporting directly to the Digital Marketing Director and working closely with the CCO, the Acquisition Marketing Manager leads a team of nine: two Data Analysts, a Media Manager, a Digital Operations Manager, an E-commerce Manager, a Website PO, a Content Marketing Specialist, and two Performance Marketers. Beyond the team, the role means close collaboration with the company's media and data agencies, local agencies in the international markets, and the Marketing Managers in each country, to achieve the optimal media mix and strategy.

A confident stakeholder manager, this person translates insights into clear recommendations for strategic business decisions. The role combines a deep understanding of omnichannel sales with a sharp feel for what moves consumers.

“*The Acquisition Marketing Manager will be instrumental in achieving our ambitious growth plans. From TV to digital, the strategies they implement will be the driving force of our expansion, attracting new members across Europe and propelling our growth.*”

▪ Thomas van Mastbergen, Digital Marketing Director of Basic-Fit

This opportunity is made for an entrepreneurial acquisition marketer who wants to lead a high-performing team and shape the growth engine of Basic-Fit. Every strategy that turns ambitions into members brings more people to exercise and makes working out part of their everyday life.





Interested?

Basic-Fit is working with Top of Minds to fill this vacancy. To express your interest, please contact Fae Milder at faemilder@topofminds.com.



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