

Hawaiian Poké Bowl – Customer Acquisition Marketeer

Hawaiian

What will you do?

At **Hawaiian Poké Bowl**, we're looking for a **Customer Acquisition Marketeer** to supercharge our local marketing efforts and help us grow our fanbase across the country. If you're a proactive, creative doer who thrives on autonomy, this role was made for you.

As our Customer Acquisition Marketeer, you're in charge of local marketing campaigns that bring new guests through the door in both Belgium and the Netherlands. You'll lead campaigns from A to Z — strategy, execution, optimization — both online and offline. From digital ads to sampling activations and local collabs, you'll make sure we're visible in the right places at the right time.

Your responsibilities:

Set up and execute local campaigns to boost traffic and trial — both online and in the field

Coordinate with our external performance agency (briefing, monitoring, optimizing digital campaigns)

Build and activate partnerships with local organizations, events, and communities

Roll out on-the-ground activations: flyers, in-store promos, and sampling events

Track performance KPIs and report actionable insights

Align with restaurant teams and internal stakeholders for seamless execution

A few practical details:

This role combines office time with plenty of fieldwork. You'll spend about 1-2 days per week at our HQ in Antwerp, but especially during your first year, expect to be out in the field 3-4 days a week, mainly across the Netherlands. In 2025, your main focus will be the Dutch market, with Belgium added to your territory starting in 2026.

Who are we looking for?

You're a self-starter who takes ownership and gets things done. You combine strong organizational skills with creativity and energy — and you're comfortable switching between strategy and execution.

Must-haves:

- 3+ years of experience running marketing or acquisition campaigns independently
- Basic knowledge of digital marketing (paid social, SEA) and performance KPIs
- Strong planning and coordination skills
- Hands-on mentality and willing to work in the field when needed
- Self-driven and proactive — you don't need micromanaging

Nice-to-haves:

- Background in field or community marketing (ideally in food, hospitality or retail)
- Familiarity with tools like Google Analytics, Meta Business Manager

- Experience with events, activations, or street marketing

What's in it for you?

We're not offering just another marketing job — at Hawaiian, you'll be part of a growing, high-energy team where your ideas and campaigns really make a difference.

Competitive salary package including DKV health insurance, company car, smartphone, laptop, mobile subscription & expense allowance

Work at our vibrant HQ in Antwerp (Kielsbroek) – we work together in the office ±4 days/week

40-hour workweek with 32 vacation days (20 legal + 12 ADV)

A key role with lots of ownership and space to grow

<https://hawaiianpokebowl.be/>