

Job Vacancy

Digital Communication Expert

(temporary, part time)

NTGent is a dynamic city theatre that challenges, inspires and moves a diverse audience. With provocative productions and theatre as an engine for social debate, NTGent connects the perspective of Ghent to international activities.

The two artistic lines – *Art & New Technology* and *Art, Care & Rituals* – form the basis of a many-faceted house of creators where generations of artists work together. NT is constantly in search of new forms of theatre. It addresses major issues and takes its productions on tour throughout Flanders and the world.

As a sustainable and accessible theatre, firmly rooted in the city with venues at the KNS and Minnemeers, NTGent plays a pioneering role in the performing arts landscape. Here, art is seen as a connecting, transforming and healing power.

Its artistic directors – Yves Degryse, Barbara Raes en Melih Gençboyacı – have chosen a shared and caring form of leadership alongside the business director, Daan Vander Steene. They work with a wide range of makers, including Luanda Casella, Lara Staal, Milo Rau, Werktoneel and collectives such as Ontroerend Goed and WOLF WOLF. Together, they form the polyphonic and pluralist house of creators that is NTGent.

For its communication activities in the Imagination Studio team, NTGent is looking for a digital strategist who will help prepare the communication team for the future. NTGent wants to professionalise its digital metrics infrastructure and online campaigns, and it is looking for a strong digital strategist who can develop a vision in this area and work to implement it.

Job description: main tasks

You are responsible for developing and implementing a digital strategy with your colleagues. You will be supported by a digital technician who helps you to implement this strategy.

Your tasks consist of:

- Determining and recording digital KPIs along with your colleagues. You are adept at interpreting these figures and converting them into reports, and you design targeted action to make adjustments.

- You come up with retargeting campaigns and smart funnels for repeat purchases and long-term engagement with the team and your Social Media colleague.
- You can use tools such as Google Analytics and Google Tag Manager. You map out SEO and SEA campaigns.
- You follow trends and technological developments and can convert these into usable insights for the team.
- You track the new developments in artificial intelligence and communications with your team.
- You design and develop online campaigns with the team.
- You think strategically about our digital positioning, target groups and online channels.
- You help extend the digital infrastructure: along with the digital technician, you try to make the smartest connections between the CRM, planning software and other databases.

Profile: key skills for this role

As a minimum, you have a **bachelor's degree in marketing and communications / digital marketing**, equivalent training or you have gained the necessary knowledge and skills with demonstrable and relevant **experience**.

You have excellent **analytical abilities**, and you are able to identify the necessary trends and patterns from large quantities of data and formulate the next steps to be taken.

You have **strategic insight** and you know how to convert NTGent's ambitions into measurable online strategies.

You are **creative and innovative** by nature. You develop ideas to exploit digital opportunities optimally, help to create exciting and relevant content for the various digital channels and jointly come up with creative solutions for more complex digital issues.

You are a **team player** who works with others well in a task-focused and proactive manner, reporting within a larger organisation.

You are **curious** about the latest trends and developments in your field, and you dare to experiment with them in smart ways.

You **care about culture**, especially theatre.

Experience in developing an e-mail and newsletter strategy is a bonus.

Just graduated? You are more than welcome to apply.

Offer

We offer you the autonomy to help shape your role, based on your expertise, at one of the largest theatres in Flanders, with a part-time contract (50%) for one year and a salary under Collective Labour Agreement joint committee 304 (pay scale B), plus an attractive package of fringe benefits.

Apply

Interested? Send your application letter/video/etc. and CV to vacature@ntgent.be by **Wednesday 30 July** at the latest. After an initial selection of the applications submitted, the selected candidates will be invited for two rounds of interviews and an assignment from 4 August onwards. The successful candidate will start work on 1 October 2025. If you have any questions about this position, please contact Quinten Pouliart, Imagination Studio HR Officer, at quinten.pouliart@ntgent.be.

As an organisation, NTGent believes that diversity matters. Candidates will be selected on the basis of their skills, regardless of origin, age, gender, disability or formal qualifications.