

Join the dynamic, multicultural team behind .eu - one of Europe's ten largest top-level domain names, also available as .europa and .europa.

At EURid, we are a human-sized, tech-driven, not-for-profit organisation committed to managing, operating, and promoting the .eu TLD. Our mission is to deliver high-quality, secure, and accessible services to millions of users across the European Union and beyond.

We are continuously evolving, embracing innovation and advanced technologies to remain at the forefront of the domain name industry, and we currently have an opening within our Commercial Operations team at our Belgian headquarters for a:

Growth and Partnerships Manager

Role overview:

The Growth and Partnerships Manager develops and executes initiatives that support the sustainable growth of the .eu portfolio. Reporting to the Support & Operations Manager, the role combines commercial partnership development, promotional programme coordination, market analysis and business development, working closely with liaison managers, the Marketing and Events Manager, the Business Product Owner, Tech, Finance and Legal & Compliance. The successful candidate will identify industries, companies and distribution channels with a natural connection to domain names and turn market opportunities into measurable growth initiatives for EURid.

Key responsibilities:

Commercial partnerships

- Maps industries, products and customer journeys where a domain name can add value and identifies companies whose products or services can be linked, bundled or promoted with .eu.
- Develops original partnership concepts and commercial propositions, approaches prospective partners and establishes the commercial relationship.
- Leads commercial discussions, negotiates proposed partnership terms within the agreed mandate, and structures partnership models, including responsibilities, incentives, customer journeys, governance and performance indicators.
- Prepares business cases, partnership proposals and implementation plans, coordinating input and approval from Legal & Compliance, Finance, Tech, Marketing, Industry Relations and Commercial Operations.
- Manages partnerships from initial contact through agreement, launch, performance review and further development, and maintains a structured pipeline of prospective and active partnerships.

Promotional programmes

- Develops and coordinates recurring and time-bound promotional programmes for .eu, such as bundling, registration incentives, renewal incentives and segment-specific offers.
- Defines the target audience, eligibility rules, timing, commercial mechanism and expected outcomes of each programme.
- Coordinates input, review and approval from Legal & Compliance, Finance, Tech, Marketing and Commercial Operations to ensure each promotional programme is commercially sound, operationally feasible, compliant and ready for launch.
- Prepares implementation requirements and guidance for liaison managers and registrars and coordinates the operational launch and follow-up of promotional programmes.
- Monitors registration, renewal, conversion and participation results, assesses the financial and portfolio impact, and recommends adjustments, extensions or termination based on performance.

Market analysis and growth development

- Monitors market trends, registrar behaviour, customer needs and relevant industry developments, and identifies new market segments, channels and use cases for .eu.
- Gathers insights from registration data, liaison managers, registrars, surveys and external sources, and analyses registrar geographic and market presence across the EU and EEA.
- Identifies opportunities to expand registrar reach and strengthen market coverage and prepares quarterly and annual reporting.
- Maintains a structured pipeline of growth opportunities and follows them through assessment, development and implementation.

Candidate profile:

- Relevant higher education degree in the field of commercial management, sales, marketing, digital business or a related field.
- Several years of relevant professional experience in business development, partnerships, commercial operations, preferably in a B2B, digital services, technology, internet infrastructure or domain name environment. The role is best suited to a mid- to senior-level profile able to work autonomously, structure opportunities, lead discussions with external partners and coordinate implementation across internal teams.
- Strong knowledge of commercial partnership development, promotional programme design, business development and market analysis.
- Good understanding of the domain name industry, the registry-registrar-registrant model, distribution channels and the factors influencing domain-name registration, renewal and use.
- Commercial acumen and strong in partner outreach, partnership structuring and negotiation, promotional and incentive programme design, business-case development, market and customer research, and KPI, conversion and return-on-investment analysis.
- Strong cross-functional project coordination and stakeholder communication skills, with professional proficiency in English, strong commercial judgement and the ability to engage confidently with internal decision-makers and external partners.
- Willingness and ability to travel within Europe when required, for partner meetings, industry events and internal collaboration.

What we offer:

- A dynamic and international multi-cultural work environment.
- A competitive compensation package that includes a competitive salary, meal vouchers, a comprehensive group and health insurance plan and additional holidays.
- Healthy work-life balance including hybrid work.
- Opportunities for growth and development.
- A role that supports high-impact commercial growth initiatives for a leading European digital initiative.

EURid is the perfect place for you to grow both personally and professionally. So don't miss this exciting opportunity to join the friendly team behind the .eu / .euo / .eu top-level domains!

We encourage you to apply even if you do not meet every listed qualification, what matters most to us is your motivation, adaptability, and willingness to learn by doing as part of our team.

Send your details, or contact us, via [jobs\[at\]eurid\[dot\]eu](mailto:jobs[at]eurid[dot]eu). And take your career to the next level.