Beschreibung: We are a specialized advisory firm. Our team of international soil, sustainability and strategy experts designs pragmatic and scientifically robust solutions for Farming, Food and Finance clients. To create ‘true net value’ we deliver services ranging from hotspot analysis to stakeholder-supported strategy development, from concrete operational capacity building in the field to data management. A special emphasis is on pioneering work to further develop the ‘true cost accounting’- method (TCA) and related IT tools. Our operational team is based in Hamburg, Germany. SMI has 11 years of hands-on, global experience in Farming and Food and is currently active in Africa, Asia, Central and South America and Europe.

Driven by our vision and growing demand from the market, we at Soil & More Impacts are about to take an ambitious development step. We are looking for someone who is enthusiastic about our content and who will support us as

Marketing Manager (f/m/x), fulltime asap.

As Marketing Manager at Soil & More, you will design, implement and drive critical growth initiatives. Whilst you are responsible for building up our Marketing strategy and activities, your involvement, participation and impact will span from Product Marketing to Sales and Business Development. We are therefore looking for a Marketing allrounder, who has had exposure to those areas. Whilst we are looking for an experienced person, you must be pragmatic and hands on.

Your tasks

- You will develop product, portfolio and brand narratives (storytelling) and identify the best opportunities for the brand
- You will create tailored strategies across a variety of channels and mediums to reach targeted audience group and generate cultural phenomena around the brand
- You are responsible for the social media outreach, content strategy and analytics, competitive analysis, and user behavioural analysis
- You will re-design and maintain our new website
- You will develop an understanding of key customers in a highly fragmented marketplace to implement marketing programs that will increase visibility, engagement and growth
- You will lead tradeshow strategy and execution and ensuring adherence to all brand guidelines
- You will coordinate content development and strategy including writing white papers and industry articles
**Anforderung:** Your profile

- You have strong knowledge of marketing vehicles and fundamentals and highly effective project management skills
- You have a background in social media management, building communities, and developing brands
- You are entrepreneurial and resourceful with a drive to do what is needed to deliver growth – strong in tactical execution with a strategic mindset; ability to work with limited resources
- You must be able to work in a dynamic, fast-paced environment as a team player with stakeholders in all areas of the company
- You have a solid grasp of analytics and social listening tools. Data does not determine our actions, but we do count on data to inform our judgment and intuition

**Your qualifications**

- Degree in marketing and/or economics (or equivalent education) and 6+ several years of experience in marketing, social media, brand management and exposure to product marketing
- Team player, independent worker and a high degree of personal responsibility
- Pragmatic and solution-oriented ("getting things done")
- Fluent German and English is mandatory, any other language is desirable

**What we offer**

- The opportunity to contribute your own visions and experiences to the development of Soil & More Impacts - our main capital is people
- To be part of an experienced, ambitious, international and innovative team, which puts meaning, result orientation and impact above standards and dogmas
- The opportunity to develop yourself in an international environment, in exchange with our colleagues
- Appreciation and respect for your work

**Stellenanbieter:** Soil & More Impacts B.V.
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greenjobs.de-Adresse dieses Stellenangebots:
http://www.greenjobs.de/angebote/index.html?id=83204&anz=html