

We are hiring a  
Copywriter

# Candidate profile

- Bachelor's degree in Marketing, Communications, Journalism, or in a related field.
- + 4 years of proven experience in copywriting, preferably within the sustainability, technology or agricultural industry.
- Exceptional writing and editing skills with the ability to adapt writing style for different target audiences.
- Native English speaker.
- Strong understanding of SEO principles and experience with keyword research and optimization.
- Excellent communication and collaboration skills, with the ability to work effectively across different teams and stakeholders.
- Understanding basics of web publishing requirements.
- Ability to work independently, meet deadlines, and manage multiple projects simultaneously. Strong eye for detail.
- Familiarity with remote sensing, geospatial analytics, or agriculture-related technologies and sustainability is a plus.
- Thrive in a fast paced & dynamic environment.

## Location

Utrecht (or anywhere close enough to travel to Utrecht)

## Position

24-32h per week

## Closing date

29th Feb 2024

# Your responsibilities



- Develop and execute a comprehensive content marketing strategy together with the marketing team that is aligned with Satelligence's goals and target audience.
- Create engaging and SEO-optimized content such as blog posts, articles, client case studies, sales collaterals, social media posts, and content for our homepage.
- Manage and maintain the content calendar, ensuring regular publication and distribution of content across multiple channels.
- Conduct thorough research on industry trends, agricultural technology, remote sensing, and related topics to produce relevant and valuable content.
- Recommend new creative thought-leadership content formats.
- Monitor and analyze key performance metrics, making data-driven decisions to improve campaign/asset effectiveness.
- Collaborate with internal stakeholders, experts, and external partners to gather information and insights for content creation.

# About the job



Reporting to the Senior Marketing Manager, the Copywriter will have a crucial role in shaping and implementing Satelligence narrative across external and internal touchpoints and strengthening our position as the market leader in the remote sensing space.

The Copywriter will plan, create and execute content marketing campaigns and generate strategies that drive brand awareness, engage our target audience, and generate leads. You will be responsible for developing high-quality, informative content across various channels, including blog posts, whitepapers, case studies, social media posts, and more.

Your creativity, exceptional writing skills, and ability to distill complex concepts into accessible content will be required to educate our audience about the power of satellite monitoring in sustainable production.

You understand and are able to leverage data and analytics regarding content performance, audience insights and social media analytics to test and revise content strategies based on the data.

# Our goal

*"We want to make sustainable agriculture the norm. Our insights empower commodity producers and buyers to combat deforestation, protect biodiversity, and decrease carbon losses."* Niels Wielaard, founder & CEO.

Our goal is to make sustainable agriculture production mainstream by helping our clients achieve climate positive sourcing and investment decisions. We do this by supporting businesses to be traceable and verified sustainable for E(SG) compliance on Deforestation and Carbon.





# About us

Satelligence is the market leader in remote sensing technology for sustainable sourcing with the mission to halt deforestation.

We provide global corporations, such as Mondelez, Bunge, Cargill, Unilever, Rabobank, and many more, with critical sustainability insights empowering them to minimize their global environmental footprint.

Satelligence's services allow its clients to track their progress against climate objectives, protecting them from risks like deforestation and inspiring them to operate more sustainably.

We were founded in 2016 and currently employ +40 people, working out of offices in Utrecht, Washington DC, and several locations in Asia-Pacific, Africa, and South America. We are now looking for a talented Copywriter with a passion for sustainability to join our marketing team.



# Interested?



Are you a driven Copywriter with a desire to contribute to a profitable, equitable and climate positive future? Then we would love to hear from you! Email [ikonen@satelligence.com](mailto:ikonen@satelligence.com) and share why you'd make the perfect fit for this position. Please enclose your portfolio of previous content assignments.

A satellite view of Earth showing a large body of water with white-capped waves. In the top right corner, a portion of a satellite is visible, showing its metallic structure and various instruments.

# Contact us for any questions

[ikonen@satelligence.com](mailto:ikonen@satelligence.com)



**Satelligence**