

# We are hiring a Copywriter

# Copywriter



We are looking for a talented Copywriter with a passion for sustainability to join our marketing team.

 Employment type: 24-32h / week

 Location: Utrecht, NL

 Experience: Mid - senior level

 Contact: [langeweg@satelligence.com](mailto:langeweg@satelligence.com)

 Salary: 41K-50k / 40h depending on experience

 Closing date: 31 May 2024

# Meet **Satelligence**

25+

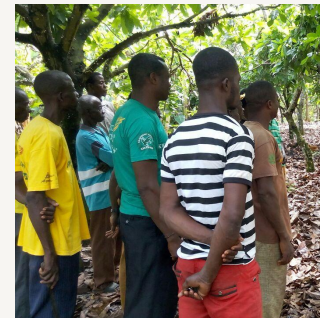
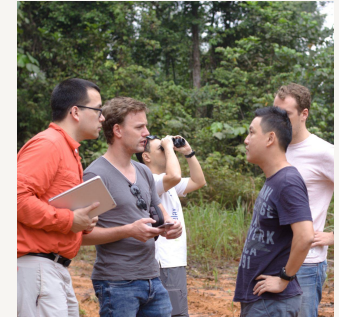
years of  
experience

60+

clients  
& partners

Satelligence is the market leader in remote sensing technology for sustainable sourcing with the mission to halt deforestation. We provide traders, manufacturers and agribusinesses such as Mondelez, Bunge, Cargill, Unilever, Rabobank with critical sustainability insights empowering them to minimize their global environmental footprint and track their progress against climate objectives, ensuring a sustainable supply chain.

We were founded in 2016 and currently employ +40 people, working in Utrecht and several locations in Asia, Africa, and South America.



# About the job

Reporting to the Senior Marketing Manager, the copywriter will have a crucial role in shaping and executing Satelligence's narrative across internal and external platforms, bolstering our position as a leader in remote sensing.

You will plan, create and execute content marketing campaigns to drive brand awareness, engage our target audience, and generate leads. Crafting top-tier content spanning blog posts, whitepapers, case studies, and social media, your creativity, exceptional writing skills, and ability to distil complex concepts into accessible content will be required.

Utilizing data and analytics, you'll refine content strategies based on performance metrics, audience insights, and social media analytics.



# What will you do?



- Develop and implement a comprehensive content marketing strategy in line with Satelligence's objectives and audience.
- Produce compelling, SEO-friendly content including blogs, articles, case studies, sales materials, social media posts, and homepage content.
- Maintain and manage the content calendar for consistent distribution across various platforms.
- Conduct in-depth research on industry trends, agricultural tech, and remote sensing to create valuable content.
- Propose innovative content formats to enhance thought leadership.
- Analyze key metrics to enhance campaign and asset performance.
- Collaborate with internal teams and external partners to gather insights for content creation.

# About you



- ✓ Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- ✓ +4 years of proven copywriting experience, ideally in sustainability, technology, or agriculture.
- ✓ Native English speaker.
- ✓ Exceptional writing and editing skills adaptable to diverse audiences.
- ✓ Proficient in SEO principles, keyword research, and optimization.
- ✓ Excellent communication and collaboration skills, with the ability to work effectively across different teams and stakeholders.
- ✓ Basic understanding of web publishing.
- ✓ Ability to work independently, meet deadlines, and manage multiple projects simultaneously. Strong eye for detail.
- ✓ Thrive in a fast paced & dynamic environment.
- ✓ Nice to have: familiarity with remote sensing, geospatial analytics, or agriculture and sustainability.

# What we offer you

- 📍 Office centrally located in Utrecht city centre, close to central station
- ☂️ 27 holidays (based on full-time employment)
- 👐 Pension scheme
- 🍷 Daily lunch at the office
- 🏠 Hybrid working options

Ready for the challenge? Then we would love to hear from you! Email Githa at [langeweg@satelligence.com](mailto:langeweg@satelligence.com). Enclose your portfolio, and share why you'd be the perfect fit for this position.

If you don't tick all the boxes, don't worry. Apply anyway, and we will review your application!



A satellite view of Earth showing a large body of water with a prominent white plume of smoke or steam rising from the surface. In the top right corner, a portion of a satellite is visible, showing its metallic structure and various instruments.

# Contact us for any questions

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

