

We are hiring a Growth Marketer


Growth Marketer



Satelligence is looking for a Growth Marketer to join the growing team.

 Employment type: 24-32h / week

 Location: Utrecht, NL

 Experience: Mid level

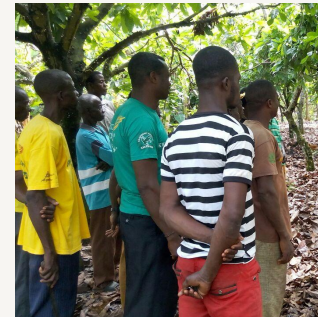
 Contact: langeweg@satelligence.com

 Salary: 40-43K / 40h

 Closing date: 8 October 2024

Meet Satelligence

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 minimise 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

We are on the lookout for a data-driven and creative Growth Marketer to accelerate our performance and spearhead our growth initiatives. As a key player in our marketing team, you will lead efforts to drive customer acquisition, engagement, and retention. Your role will be crucial in developing and executing a comprehensive digital marketing strategy that spans all stages of the funnel, optimising our website and online presence.



Key responsibilities



- Strategize and Execute: Design and implement growth strategies covering the entire marketing funnel, including traffic generation, lead nurturing, and conversion tactics.
- Data Analysis: Analyse marketing and sales data to generate insights and make data-driven decisions. Monitor key metrics and report on performance regularly.
- A/B Testing and Experimentation: Plan and conduct A/B tests and other experiments to optimise marketing efforts and uncover new growth opportunities.
- Advanced Analytics: Utilise advanced analytics and data visualisation techniques to derive market insights and guide strategic decisions.
- Customer Journey Optimization: Develop and refine the customer journey to enhance overall customer experience and increase conversion rates at each funnel stage.
- Channel Identification: Identify, test, and scale the most effective marketing channels, including paid advertising, SEO, content marketing, email marketing, and social media.
- Market Trends and Competitor Analysis: Stay updated on industry trends, competitor activities, and customer preferences to inform and adapt marketing strategies.

About you



- ✓ Experience: 3-5 years of experience in growth marketing, preferably in a B2B environment, with a proven track record in online demand generation.
- ✓ Data-Driven: A strong data-centric approach to marketing with the ability to distil insights from analytics to inform strategies.
- ✓ ABM Expertise: Deep understanding of Account-Based Marketing (ABM) strategies and the ability to engage and convert high-value accounts through personalised marketing campaigns.
- ✓ Tool Proficiency: Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, HubSpot, Hotjar).
- ✓ Creativity and Innovation: Ability to think creatively and innovatively to solve problems and seize opportunities.
- ✓ Communication Skills: Exceptional communication skills for effective collaboration across functions and teams.
- ✓ Organisational Skills: Strong organisational and project management skills with the ability to manage multiple initiatives simultaneously.
- ✓ Team Player: Affinity with sustainable supply chains, team player mentality, and a results-oriented mindset.

What we offer

- 📍 Office centrally located in Utrecht city centre, close to central station
- ☂️ 27 holidays
- 👐 Pension scheme
- 🍷 Daily lunch at the office
- 🏠 Hybrid working options
- 🕒 Minimum is 4 days a week

Ready for the challenge? Then we would love to hear from you! Email Githa at langeweg@satelligence.com. Enclose your portfolio and share why you'd be the perfect fit for this position. Even if you don't tick all the boxes, don't worry. Apply anyway, and we will review your application!





Contact us for any questions

langeweg@satelligence.com

