

# We are hiring a Growth Marketer

# Growth Marketer



We are looking for a driven Growth Marketer with a strong understanding of the B2B marketing landscape and a proven track record of driving measurable growth to join our marketing team.

 Employment type: 24-32h / week

 Location: Utrecht, NL

 Experience: Mid level

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

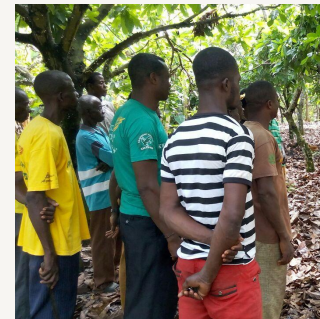
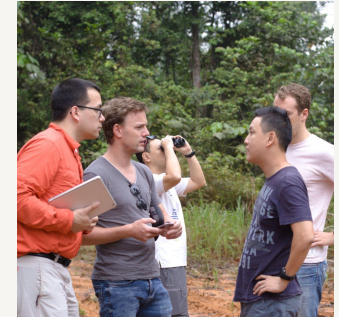
 Salary: 43-46K / 40h

 Closing date: 31 October 2024

# Meet **Satelligence**

Satelligence is a satellite-powered geo-data analytics company delivering real-time insights into global agricultural production and supply chain risks, including deforestation and carbon. We empower leading companies like Mondelez, Unilever, Bunge, Cargill, and Rabobank to measure and mitigate risks, make informed sourcing and investment decisions, and track progress.

In 2024, EUSPA recognised Satelligence with the "Best Product" award for its innovative digital solution supporting EUDR compliance. By providing unparalleled supply chain insights, we help businesses drive profitability while fostering a, climate-positive future. With offices in Utrecht, Jakarta, Abidjan, and São Paulo, we're committed to protecting businesses, people, and the planet.



# About the job

We are seeking a data-driven Growth Marketer to lead our growth initiatives and drive customer acquisition, engagement, and retention. As part of our marketing team, you'll co-develop and execute a digital marketing strategy across all stages of the funnel, optimising our online presence.



# Key responsibilities



- **Strategize and Execute:** Develop and implement comprehensive growth strategies spanning the entire marketing funnel, from traffic generation to lead nurturing and conversion optimization.
- **Customer Journey Optimization:** Enhance and refine the customer journey to improve user experience and boost conversion rates at each funnel stage.
- **Channel Optimization:** Identify, test, and scale the most effective marketing channels, including paid ads, SEO, content marketing, email marketing, and social media.
- **Budget Management:** Efficiently manage and allocate paid media budgets to maximise campaign performance.
- **Performance Analysis:** Evaluate key performance metrics (ROAS, CPA, CTR) to provide actionable insights and drive marketing effectiveness.
- **A/B Testing:** Design and conduct A/B tests to optimise ad copy, targeting, landing pages, and creative assets, driving continuous improvement.
- **Data-Driven Insights:** Analyse marketing and sales data to extract insights, monitor key metrics, and make informed decisions to optimise results.

# About you



- ✓ **Experience:** 3-5 years managing and optimising B2B performance marketing campaigns, ideally within a fast-paced, high-growth environment.
- ✓ **Proven Expertise in Demand Generation:** Proven success in online demand generation, particularly with Google and LinkedIn Ads, with A/B testing experience.
- ✓ **Data-Driven Mindset:** Strong analytical skills with a data-centric approach to marketing. Ability to extract actionable insights from analytics to drive strategy, with in-depth knowledge of digital marketing KPIs (CAC, LTV, CR, ROAS, etc.).
- ✓ **ABM Expertise:** Deep understanding of Account-Based Marketing (ABM) strategies, with experience targeting and converting high-value accounts through personalised, data-driven campaigns, ideally across multiple geographies.
- ✓ **Technical Proficiency:** Solid command of marketing and website analytics tools (e.g., Google Analytics, HubSpot, Hotjar) to monitor, measure, and optimise performance.
- ✓ **Creativity & Innovation:** Strategic and creative problem-solver, identifying growth opportunities.
- ✓ **Communication:** Excellent communicator with strong interpersonal skills for cross-team collaboration.
- ✓ **Organisational Skills:** Highly organised, with project management skills to handle multiple initiatives and deadlines.

# 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

Ready for the challenge? Then we would love to hear from you! Email Githa at [langeweg@satelligence.com](mailto:langeweg@satelligence.com) 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!



A satellite view of Earth from space, 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

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

