

We are hiring a
Growth
Marketer

Growth Marketer



We are looking for a **talented Growth Marketer** with a passion for sustainability to join our marketing team.

 **Employment type:** 32-40 h / week

 **Location:** Utrecht, NL (hybrid)

 **Experience:** Medior

 **Contact:** langeweg@satelligence.com

 **Salary:** 55-58k / 40h

 **Closing date:** As soon as possible

Meet **Satelligence**

25+

years of
experience

10

forest risk
commodities

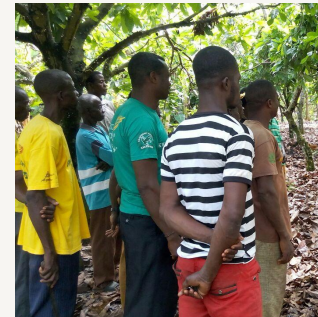
7

global
offices

60+

clients
& partners

- Unmatched data & insights on supply chain assets, planted crops, ecosystems & risk.
- Headquartered in the Netherlands, Satelligence has a global presence that ensures local expertise and knowledge from the field.



About the job

We are looking for a data-driven Growth Marketer to lead our growth initiatives and drive customer acquisition, engagement, and retention.

You'll be part of our in-house marketing team, co-develop and execute a digital marketing strategy across all stages of the funnel, optimising our online presence.



What your key responsibilities will be



- ✓ **Strategize & Execute:** Develop and implement comprehensive growth strategies across the entire marketing funnel—from traffic generation to lead nurturing and conversion optimization.
- ✓ **Customer Journey Optimization:** Refine the customer journey to enhance user experience, reduce friction, and maximize conversion rates at every stage.
- ✓ **Channel Optimization:** Identify, test, and scale high-performing marketing channels, including paid advertising, SEO, content marketing, email marketing, and social media.
- ✓ **Budget Management:** Efficiently allocate and manage paid media budgets to maximize ROI and overall campaign performance.
- ✓ **Performance Analysis:** Track and evaluate key marketing metrics (ROAS, CPA, CTR) to extract actionable insights and continuously improve marketing effectiveness.
- ✓ **A/B Testing & Experimentation:** Design and conduct A/B tests on ad copy, targeting, landing pages, and creative assets to drive data-backed improvements.
- ✓ **Data-Driven Insights:** Leverage market research, analytics, and customer behavior data to optimize marketing strategies and drive business growth.

About you



- ✓ **B2B Marketing Experience:** 3-5 years managing and optimizing performance marketing campaigns in fast-paced, high-growth environments.
- ✓ **Demand Generation Pro:** Proven success with Google & LinkedIn Ads, including A/B testing to refine targeting and conversions.
- ✓ **Data-Driven:** Strong analytical skills with expertise in CAC, LTV, CR, ROAS, and turning insights into action.
- ✓ **ABM Expertise:** Experience executing Account-Based Marketing strategies to engage and convert high-value accounts.
- ✓ **Tech-Savvy:** Proficient in marketing and analytics tools like Google Analytics, HubSpot, and Hotjar.
- ✓ **Creative & Strategic:** Growth-minded problem-solver with a knack for identifying opportunities.
- ✓ **Strong Communicator:** Excellent at collaboration, influencing stakeholders, and presenting insights.
- ✓ **Organized & Agile:** Skilled at managing multiple projects, prioritizing, and meeting deadlines.

What we offer

- 📍 Office centrally located in Utrecht city center
- ☂️ 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 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 from space, showing a large body of water with white clouds. 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

