



JOB DESCRIPTION AND REQUIREMENTS FOR MARKETING MANAGER - Europe

Would you be excited to work for a company that invented the online systems to measure concrete carbon impacts and that are utilized by over 1,300 concrete plants worldwide, enabling producers to measure and manage their path to net zero carbon emissions?

Do you have proven marketing skills that have helped software companies grow market share and revenues?

Are you ready to learn about advanced software solutions and the automation of carbon measurement with environmental product declarations for the concrete industry?

If you answered yes to all above, we'd love to talk to you!

Objectives of this role:

The Marketing Manager will be responsible for developing and tailoring our marketing messages, materials, social media, and presentations specifically for the European market. This individual will need to operate autonomously, managing their own tasks and deadlines, while maintaining close coordination with the US headquarters. They will play a crucial role in understanding the unique needs and preferences of the European market and ensuring that our marketing strategies effectively resonate with the local audience. Additionally, the Marketing Manager will collaborate with existing staff in Latvia, Spain and Sweden to leverage regional insights and maximize our market presence in Europe.

Responsibilities:

As a Marketing Manager, you will play a crucial role in delivering Climate Earth's marketing program to the global concrete industry. You will help shape the marketing program with research and customer analysis to drive effective strategies. You will actively contribute to achieving our business objectives through the development and implementation of impactful marketing campaigns through our website, webinars, trade shows, press releases and social media.

Key responsibilities include:

- **Marketing Strategy Development:** Create and implement marketing strategies tailored specifically to various sectors within the concrete industry, including ready-mix, cement, aggregate, precast, and concrete block.
- **Content Creation and Management:** Develop marketing materials, presentations, and social media content that resonate with the European market and align with the company's brand. Leverage knowledge of concrete and cement to create impactful campaigns and educational content for the European market.
- **Market Analysis:** Conduct thorough market research to understand trends, customer needs, and competitive landscape within the European concrete industry.
- **Collaboration and Coordination:** Work closely with the US headquarters and European staff (in Latvia, Spain, and Sweden) to ensure consistent messaging and strategy alignment across regions.
- **Campaign Management:** Plan, execute, and evaluate marketing campaigns aimed at increasing the company's visibility and market share in Europe.
- **Autonomous Operation:** Operate independently, managing own tasks and deadlines while ensuring smooth communication and coordination with the global marketing team.

- **Customer Engagement:** Engage with key stakeholders and customers within the concrete industry to gather insights and feedback to refine marketing strategies.
- **Performance Metrics:** Track and report on the performance of marketing initiatives, utilizing data to optimize future campaigns and strategies.

Requirements:

- **Industry Experience:** Significant experience in the concrete industry, with a deep understanding of its various sectors including ready-mix cement, aggregate, precast, and concrete block.
- **Marketing Expertise:** Proven professional marketing background with a strong track record of developing and executing successful marketing strategies.
- **Regional Knowledge:** Familiarity with the European market, including cultural nuances, customer preferences, and regulatory environment.
- **Autonomous Work Style:** Demonstrated ability to work autonomously, manage projects independently, and coordinate effectively with remote teams.
- **Communication Skills:** Excellent written and verbal communication skills, with the ability to convey complex information clearly and persuasively.
- **Technical Proficiency:** Proficiency in using marketing software, CRM tools, and social media platforms to enhance marketing efforts.
- **Travel:** Ability to travel 10-15% to assist with trade shows and other promotional events as required.

Salary and Benefits:

This is a full-time, remote work position, based in Europe that will require occasional travel. Salary range: €50,000 to €70,000, depending on your location, background and experience.

About Climate Earth:

Climate Earth has a strong, team oriented and collaborative work environment. We work hard and we get things done. We are excited about sustainability and making a significant difference by giving the concrete industry the tools they need to measure and manage carbon reductions.

Climate Earth is the leading provider of cloud-based, automated EPD solutions for the concrete industry. Over 80,000 EPDs have been generated to date by over 1,300 plants around the world. We create business friendly applications that help our customers grow and thrive in the low carbon construction market. Our application focus is on measuring and managing embodied carbon, speeding low carbon mix design innovation, operations optimization and helping producers market their low carbon concrete solutions.

To apply:

Submit your resume and cover letter to recruiting@climateearth.com. Applications will be reviewed on a rolling basis until the position is filled. Note that we do not accept phone calls, drop-ins, or hard copies.

climateearth.com/company/careers