



We are hiring

Would you like to be part of our dynamic, global and growing team? South Pole Group is an energetic, global company offering comprehensive sustainability solutions and services. With offices spanning all six continents, we strive to create a sustainable society and economy that positively impacts our climate, ecosystems and communities. With our solutions we inspire and enable our customers to create value from sustainability-related activities.

To further promote environmentally and socially responsible practices, we are currently looking to recruit a highly motivated and dedicated

Digital Marketing Manager (100%) based in Sydney, Australia

You are a dedicated and experienced professional who has the technical background to develop and to implement state-of-the-art digital solutions to accompany our customers on their journey with us, and to deepen our understanding of their motivations and their needs. We are seeking an enthusiastic and dynamic professional who has previous product and digital marketing experience and who is passionate about helping to fight climate change as part of your daily work.

Tasks and responsibilities

Digital Marketing (40%)

- Concept and development of best practice digital solutions, such as targeted newsletters, landing pages, webinars and customised websites
- Identify, evaluate and implement online campaigning tools to enhance Marketing performance
- Management and promotion of our webshop as sales channel and establishment of links to other APIs and services
- Maintain and build a good relationship with external service providers like web developers and digital marketing agencies

Business development and campaigns (30%)

- Design the lead journey: opportunity to deal, lead scoring and evaluation, scheduling of automated follow-ups
- Carry out analysis for the development and adaptation of reports for the Marketing and the Key Account Management team
- Develop and implement effective tracking mechanisms for monitoring triggered interactions and ultimately campaign success using web analytics and other external providers
- Identify, build and nurture relationships with existing and potential clients in the region, with a focus on Australia and New Zealand
- Support the Key Account Management team with local business development

Other tasks (30%)

- Act as the marketing department's key liaison with IT, Operations and other departments to ensure marketing needs are adequately communicated and reflected in business systems and processes
- Head the Digital Marketing team at South Pole Group comprising of two direct reports based in Europe, focusing on South Pole Group's solutions and products, campaigns and events
- Provide innovative digital solutions for an engaging display of South Pole Group's portfolio of emission reduction projects



- Support project communication, focusing on project co-benefits and links to United Nations Sustainable Development Goals (UN SDG) from a technical side
- Trigger the development of innovative media formats for telling exciting stories about our projects and make them come alive

Your profile

- University degree in Marketing, Business Administration, or Information Technology/Systems
- 2-3 years of relevant work experience and a proven track record in digital marketing
- Excellent communication skills, as well as strong attention to detail
- Highly developed analytical skills, knowledge in Google Analytics and SEO
- Experience with content management systems and CRM software
- Previous track record of evaluating, procuring and implementing business software is a plus
- Native English language skills is a must
- Ability to work independently, as well as in an interdisciplinary team, with colleagues based in different locations and time zones around the globe
- Outstanding planning and time management skills
- Ability to explain complex processes and products in simple language
- Result-oriented work approach with the ability to work quickly from concept creation to the implementation of successful campaigns
- Demonstrated ability for complex problem solving and creative thinking
- Passion for environmental issues and understanding of sustainability, CSR and related topics
- Eagerness to grow and learn in an evolving environment
- Australian citizenship or permanent residency is a must

We offer

- Collaboration in a challenging and exciting global company with a real purpose
- Work with highly dedicated and motivated experts of South Pole Group's dynamic team
- Excellent team spirit

Please apply

If you are interested in joining a young and international team looking to make a difference to the world we would be happy to hear from you! Please send your cover letter and CV directly through our [website](#).