



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

Product and Campaign Manager (100%) based in London, United Kingdom

Our Marketing team is looking for a dedicated and experienced Product and Campaigns professional who would like to join our team. You are adept at developing convincing online and offline campaigns with compelling messaging that matters to our target audiences and that unlocks the potential to obtaining valuable leads for our Key Account Management team. If you are an enthusiastic and dynamic professional who has previous product marketing and campaigning experience and is passionate about helping to fight climate change as part of your daily work, then we are looking for you.

Tasks and responsibilities

Product Marketing (35%)

- Oversee and accompany the development and evolution of our portfolio of sustainability solutions from a Marketing perspective
- Develop strategies to raise awareness of our products and services
- Bring in the 'wow' factor to thrill our current and potential clients
- Develop, implement and structure processes and define the steps needed to bring South Pole Group's products and services to market most successfully
- Ensure production of compelling online and offline material to document our portfolio of solutions
- Highlight key product benefits for clients
- Create and evolve a well developed set of documents which will be instrumental for successfully fulfilling this task

Campaigns (65%)

- Define marketing campaign strategies and implement diverse marketing campaigns with a focus on lead generation for new and existing products in a cross cutting, integrated manner. This includes: campaign messaging, leading the design process of campaign material, supporting the selection of appropriate channels and media for campaign communications, as well as obtaining necessary testimonials from existing clients.
- Define customer journeys and touchpoints for various industries together with other team members



- Content development for marketing journeys together with the subject matter experts
- Coordinate market research efforts and ensure compilation of product and client presentations for various occasions, such as keynote speeches, events, conferences and webinars
- Act as South Pole Group's master of ceremonies for delivering state-of-the-art webinars
- Coordinate with relevant internal and external partners to guarantee successful delivery
- Set up processes and surveys to uncover client needs, structure and feed this information into valuable inputs for informing and for optimising marketing operations
- Identify, build and nurture relationships with existing and potential clients in the European region
- Support the Key Account Management team with local business development

Your profile

- University degree in Marketing or Business Administration
- 2 to 3 years of relevant work experience and a proven track record in campaigning and/or product marketing, ideally with a focus on CSR or sustainability
- Excellent communication skills, as well as strong attention to detail
- Ability to explain complex products and solutions in simple language
- Highly developed analytical skills
- 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
- Result-oriented work approach with the ability to work quickly from concept creation to the implementation of successful campaigns
- Native English skills is a must
- Knowledge in of the following languages is of strong advantage: Swedish, German, French and/or Spanish
- Passion for environmental issues and understanding of sustainability, CSR and related topics
- Eagerness to grow and learn in an evolving environment

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](#).