



## We are hiring

Would you like to be part of our dynamic, global and growing team? South Pole 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

### **Marketing and Communications Specialist North America (100%)** based in New York City, US

South Pole is strengthening its market leading position in sustainability and climate change solutions worldwide by establishing a new branch in New York. Against the backdrop of our rapidly growing presence and a significant increase in North American clients, you will oversee the way in which we approach this strategic market in terms of presenting our company, showcasing our products and services and spearheading our online and offline communications in the region. Drawing on the specialized resources of the greater South Pole Marketing team of experts, you will cement our brand positioning and multiply our visibility. This is a challenging role for a self-starter; if you are an ambitious professional with solid previous experience in Marketing/Communications with a track record of successful brand launches or market entries, then we are looking for you!

#### Tasks and responsibilities

##### Marketing

- Support the development of lead generation campaigns for the North American market, applying an integrated, cross-channel approach, as well as ensuring implementation
- Ensure that our products and services are presented in a way that resonates well with a North American audience
- Participate in and support the creation of proposals, tender submissions and final client deliverables.
- Represent Marketing in client meetings
- Client Marketing support, e.g., content production for client communications and social media
- Support the global events team in building a great presence for South Pole at selected events in the region, including climate neutrality and renewable energy sponsorship offers, support local event communication
- Support with the organization of South Pole events in the region

##### Communications

- Act as a bridgehead for the global communications team in the region
- Support South Pole's global communications strategy, adapt it to local market requirements, and contribute to its implementation
- Support with content production for South Pole and external communications channels for this region
- Development and maintenance of a North American landing page
- Support implementing cooperation, sponsoring, and media partnerships with third parties: content production and coordination for exclusives



### Your profile

- University degree, ideally at Master's level, in Marketing, Business Administration, or related field
- 4 to 6 years of relevant work experience and a proven track record in marketing, ideally with a focus on campaigning and/or product marketing in the context of sustainability or CSR
- Excellent communication skills, as well as strong attention to detail
- Track record managing small teams
- Ability to work in an interdisciplinary team, with colleagues based in different locations and time zones around the globe, as well as independently
- Outstanding planning and time management skills
- Ability to explain complex products and solutions in simple language
- Result-oriented work approach with the ability to work quickly from concept creation to the implementation of successful campaigns
- Native level English skills a must
- Passion for environmental issues and understanding of sustainability, CSR and related topics
- Eagerness to grow and learn in an evolving environment
- American nationality or holder of a valid work permit is essential

### We offer

- Excellent team spirit within the world's leading independent sustainability company
- Be part of a growing and multicultural company
- Work autonomously as well as within a large and international team of passionate sustainability professionals
- Clear career development potential as a key part of the Marketing team

### 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. If you have any questions regarding this vacancy, please contact us on [jobs@southpole.com](mailto:jobs@southpole.com).