

Marketing & Communications Associate

Location: Amsterdam, the Netherlands

Eligibility to work in the European Union is required for this position.

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The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products that have a positive impact on people and planet. Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for products that are safe, circular and responsibly made. Cradle to Cradle Certified is used globally by future-focused designers, brands, retailers and manufacturers across the value chain to innovate and optimize materials and products according to the world's most advanced science-based measures for material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness. The Institute also powers the global shift to a circular economy through partnerships and collaborative initiatives that equip businesses, governments and other stakeholders with knowledge and tools to transform the way products are designed and made.

About the role

The Cradle to Cradle Products Innovation Institute is looking for a highly dedicated and energetic Marketing Communications Associate to help engage and grow the Institute's global audiences and stakeholders through a dynamic portfolio of marketing initiatives, including social media, direct marketing, branding & design, website coordination and events. The Marketing Communications Associate plays a pivotal role in bringing to life the Institute's ambitious Marketing Communications strategy, helping to make critical messages accessible to audiences globally and to deliver cutting-edge materials and activities.

Key responsibilities include the production of top-quality multi-channel & multimedia marketing content, distribution of promotional materials both online and offline, campaign coordination and evaluation, and liaison with internal and external stakeholders to coordinate feedback and ensure brand consistency across multiple touchpoints.

The Associate will work as part of an international team of highly talented and committed multi-disciplinary experts and will be supervised by the Institute's Director of Marketing and Communications.

Responsibilities

- Provides overall marketing and communications support across a varied range of activities.
- Coordinates the planning and implementation of integrated marketing communication campaigns and projects, including for web and social media, direct mailings, event support, design, multimedia packages, video scripts and production.
- Evaluates success of campaigns when completed, tracking ROI and providing related reporting.
- Produces marketing & communications content and materials, both directly and through third-party providers, such as designers, copywriters, videographers, marketing agencies.
- First-handedly creates graphic designs and multimedia assets, such as visuals and short videos for social media, and other simple marketing materials.
- Distributes marketing content and materials across relevant online and offline channels, including owned and partner channels.
- Coordinates and executes social media planning, posting and monitoring and proactively helps grow presence across relevant platforms.
- Coordinates the Institute's website content management activities, producing and updating visual and textual content, and monitors related performance.
- Acts as the first point of contact for marketing-related stakeholder queries.
- Enacts the Institute's trademark policy, including proactive market surveillance.
- Effectively liaises with other team members and third-party suppliers, to ensure that activities are completed on time and at high quality.
- Supports with Institute online and in-person events.

Qualifications

- Three to five years of related work experience; portfolio of relevant previous projects highly preferred.
- Minimum Bachelor's degree in Marketing, Communications, Advertising, Public Relations or other related field.
- Hands-on experience with headless web content management systems - knowledge of Craft CMS an advantage.
- Experience with organic and sponsored campaigns on social media.
- Knowledge of SEO and Google Analytics.
- Familiarity with Hootsuite, Mailchimp, Asana, Google apps and Eventbrite desirable.
- Experience with the Adobe Creative Cloud, in particular Adobe Illustrator, InDesign, Video Editing and Photoshop highly desirable.
- Proficiency in MS Office.
- Excellent verbal and written communication skills.
- Excellent multitasking skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Native level English speaker.
- Affinity with, and prior exposure to sustainability and/or circular economy preferred.

Why work with us

- Be part of a renowned organization at the leading edge of standard-setting and innovation for the circular economy.
- Thrive in an organizational culture that values collaboration, inclusion, excellence, integrity and innovation.
- Take part in impactful work designed to connect the dots between the vision of a global prosperous circular economy and practical, real-world application.
- Engage with global leaders to address systemic challenges to responsible production and consumption at the product, systems, business and industry level.
- Interact with leading businesses, governments, industry associations, NGOs and academia within the sustainability and circularity movement.
- Work with talented, highly motivated, mission-driven colleagues in an international setting.
- Be challenged to think beyond traditional approaches and apply holistic pathways to sustainability and industry transformation.
- Shape a positive future for product design and manufacturing, and make a positive impact for society at large.

To apply for this role, please submit a current resume and a short cover letter in English to careers@c2ccertified.org

The Cradle to Cradle Products Innovation Institute is an equal opportunity employer.

