



# COMMUNICATIONS & MARKETING MANAGER

SOILCAPITAL

## JOIN THE REGEN AGRICULTURE INNOVATORS

LOCATION: BRUSSELS, BE OR LONDON, UK

- Managing our social media platforms
- Designing and conducting promotional campaigns
- Developing content (blog, videos, etc.) and directing creative execution to provide a consistent, targeted, and impactful message
- Ensuring the effectiveness of our look and feel throughout all our communications
- Preparing events

SEND YOUR APPLICATION TO:  
[L.MILLAN@SOILCAPITAL.COM](mailto:L.MILLAN@SOILCAPITAL.COM)

## Call for Applications: Communications and Marketing Manager

Soil Capital is looking for an experienced, hands-on, highly driven individual that shares our enthusiasm for regenerative agriculture and its climate change mitigation possibilities. You will help us unlock the potential of farming enterprises to produce healthy food, living soils, clean air and abundant biodiversity while improving farm profitability at the same time.

### Features

Position:	Communications and Marketing Manager
Contract type:	Full time, permanent
Starting date:	As soon as possible
Location:	Offices in Perwez, BE and London, UK. Accepting remote working within CET ±3h

### Roles & Responsibilities

In this role, the successful candidate will work in close collaboration with our sales team to generate a significant amount of new leads during this fast-paced time of growth. She/he will be central in ensuring that our expanding carbon remuneration programme displays the appropriate visibility to generate new leads and increase our stakeholders' (farmers and corporates) engagement.

More specifically, the Communications and Marketing Manager will have the following responsibilities:

- Managing our social media platforms (Facebook, Twitter, LinkedIn, YouTube, Instagram)
- Researching and implementing content recommendations for organic SEO success
- Designing and conducting promotional campaigns
- Developing content (blog, videos, etc.) and directing creative execution to provide a consistent, targeted, and impactful message (directed to farmers mainly but corporates as well)
- Ensuring the effectiveness of our look and feel throughout all our communications
- Preparing events

### Skills, Qualifications & Attitude

- Good understanding of the farming sector through education or experience, field experience is a big plus
- Proven ability to deliver against KPIs, growth hacking record is a big plus
- Social media savviness
- Good organizational, planning, and coordination skills
- Desire to take full ownership of assigned projects and ability to work independently
- Strong interpersonal skills and ability to build collaborative relationships
- Excellent communication skills in both French and English, Dutch is a plus
- Deeply motivated by the environmental and social impact of Soil Capital's core mission

### About Soil Capital

Soil Capital is a technology-driven agronomy business with international experience since 2013 designing and executing farm transition strategies to regenerate soil health while delivering superior profitability. Over the last two years, we have developed a unique decision-support and reward platform for regenerative transitions, called mySoilCapital. It enables farmers to monetise their carbon and compare their costs through the production of a certified report of a farm's agronomic, economic and GHG performance. After a first sales cycle with French and Belgian farmers as well as food and farming businesses ranging from supermarkets to farmer cooperatives, we are now preparing for significant growth and development.

### To apply

Please send your CV and cover letter explaining your suitability for the role (each of a strict two pages maximum) to Lara Millan ([L.millan@soilcapital.com](mailto:L.millan@soilcapital.com)). Applications will close on 23 April 2021.