



Alginate Market Development Specialist

Start Date: July/August 2023

Application Deadline: 30 / 05 / 2023

Location: Lüderitz, Namibia or Amsterdam, Netherlands

ABOUT KELP BLUE

Join our mission at Kelp Blue to restore balance to the planet by cultivating and processing giant kelp. By growing giant kelp of the coast of Lüderitz, we aim to reduce CO2 levels, increase marine biodiversity, have a positive impact on coastal communities and provide sustainable input materials for many industries. Help us turn this biomass into eco-friendly products, starting with biostimulant in our pilot processing facility in Lüderitz.

ROLE OVERVIEW

We are looking to hire a spectacular multi-faceted new team member. You will help us understand buyers of our alginates and help us develop products that they need.

RESPONSIBILITIES

- Conduct market research to identify customer needs, trends, market volumes and price points and competitor activities for different potential market segments that are based on alginates like
 - Food
 - Bio packaging
 - Cosmeceuticals
 - Pharmaceuticals
 - Other (polymer) market opportunities
- Collaborate with sales and marketing teams to develop and execute sales strategies and promotional campaigns tailored to the specific alginate product vertical.
- Work closely with product management to develop new product ideas, features, and enhancements that address customer pain points and align with market demand.
- Provide product training and support to sales teams, distributors, and customers to drive product adoption and customer satisfaction.
- Monitor and analyse product performance, customer feedback, and market trends to identify opportunities for product improvements and market expansion.
- Build and maintain relationships with key stakeholders, such as customers, industry influencers, and partners, to promote the product vertical and establish brand awareness.
- Participate in industry events, conferences, and trade shows to stay updated on market trends, network with industry professionals, and represent the company's products.
- Collaborate with cross-functional teams to develop and implement go-to-market strategies for new product launches within the product vertical.

- Prepare reports and presentations to communicate product performance, market insights, and strategic recommendations to senior management.

REQUIREMENTS

- Strong understanding of market research, customer segmentation, and product positioning.
- Excellent communication skills, both written and verbal, with the ability to effectively present complex information in plain English.
- Demonstrated ability to work independently and collaboratively in a fast-paced, dynamic environment.
- Results-oriented mindset with a track record of achieving targets and driving business growth.
- Ability to analyse data, interpret market trends, and draw actionable insights.
- Strong interpersonal skills with the ability to build and maintain relationships with internal and external stakeholders.
- Willingness to travel as needed to customer sites, trade shows, and industry events.
- Starting in July/August 2023
- Fulltime.
- Master degree in relevant discipline.

MORE ABOUT KELP BLUE

At Kelp Blue, we're striving to find long-term solutions to help restore marine ecosystems and providing planet friendly products to some of the world's largest industries.

Our goal is to increase ocean biodiversity by growing giant kelp forests at scale, beginning just off the coast of Lüderitz. These giant kelp forests will lock away vast amounts of CO₂, boost marine biodiversity and have an enormously positive social impact on communities through job creation and education. Our company growth will be financed by the harvesting, processing and sale of the kelp canopy into environmentally-friendly products for multiple industries. We start with the development of organic and sustainable agricultural products such as biostimulants, agrifeed and fertilizers.

We're not a 'business as usual' company. We're here to make a difference.

We're a lean team, we all roll up our sleeves to get the job done, whatever it may be. People who fit well with us are independent thinkers yet team players and people who are results driven. Because some of the things we're trying to do have never been done before, we're looking for people who have a healthy dose of common sense, who are problem solvers by nature and comfortable getting on with tasks in an unstructured environment.

WANT TO APPLY?

If you have a passion for sustainability and like the challenge to understand and develop the markets for our next sustainable alginate based products, we would love to hear from you. Please send your resume and cover letter to: newkelpies@kelp.blue with **Alginate Market Development Specialist** in the subject line.