



Head of Marketing, Content Creator/ Communications Lead
Location: Preferably Amsterdam (remote also possible)

Starting date: ASAP

ABOUT KELP BLUE

Kelp Blue is a pioneering organization committed to revolutionizing the future of sustainable aquaculture and combating climate change through the cultivation of giant kelp. Our mission is to create a positive global impact by harnessing the power of the ocean's natural resources. We are a diverse, global team with operations in Namibia, Alaska, and New Zealand, all working together to drive positive change in the world.

We're not a 'business as usual' company. We're here to make a difference. We're a lean team and we all roll up our sleeves to get the job done, whatever it may be. We look for collaborative team players, people who are results-driven and have a bias for action. And 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 are great at lateral thinking.

ABOUT THE ROLE

We are seeking a dynamic and passionate individual to join Kelp Blue as our Head of Marketing, Content Creator, and Communications Lead. The ideal candidate is someone with a strong verbal prowess, a keen eye for aesthetics, preferably with an agency background.

So if you're a (former) account manager or planner who's grown tired of the advertising rat race and yearns to work on a purpose-driven project, this role could be the perfect fit for you. As our Head of Marketing, Content Creator, and Communications Lead, you will play a pivotal role in shaping our external communications strategy and creating impactful content that drives our mission forward.

RESPONSIBILITIES

- Lead the development of Kelp Blue's external communications strategy, encompassing brand messaging, content creation, and PR efforts.
- Collaborate closely with cross-functional teams based in Namibia, Alaska, and New Zealand to ensure consistent and effective messaging across all regions.
- Create engaging and visually appealing content, including videos, articles, social media posts, and more, to convey our mission and story.
- Manage and curate the company's online presence, including website content, social media channels, and email marketing campaigns.
- Build and maintain relationships with media outlets, influencers, and partners to enhance Kelp Blue's visibility and reputation.
- Craft persuasive and compelling narratives that resonate with our target audiences and convey the environmental and social impact of our work.
- Monitor and analyze communication performance metrics to refine strategies and optimize content.
- Stay updated on industry trends, sustainability initiatives, and best practices to continually improve Kelp Blue's communications efforts.

SKILLS & QUALIFICATIONS

- Strong verbal and written communication skills, with a knack for storytelling.
- Previous experience in an advertising agency, ideally in account management or planning roles.
- Creative mindset with an excellent eye for aesthetics and design.
- A deep passion for environmental sustainability and a desire to contribute to a purpose-driven cause.
- Ability to work collaboratively across multiple time zones and with diverse teams.
- Proficiency in content creation tools and platforms, such as Adobe Creative Suite, social media management tools, and CMS platforms.
- Proven track record in developing and executing successful communication and marketing strategies.
- Self-motivated and able to work independently, especially in a remote work environment.

ATTRIBUTES

Working at Kelp Blue is about much more than being good at your job. It's about having the right mindset, being comfortable with the uncomfortable, and about always pushing to be the best. So, in addition to the skills we outline above, we want candidates who can demonstrate:

- A “can do, will do” approach
- Flexible and lateral thinking/problem solving
- Personal responsibility and self-reliance
- Grit and determination, a willingness to learn from mistakes
- A commitment to always working in the company's best interests
- A passion for our 4Rs and a determination to make a difference, *to leave things a little better than you found them*

WANT TO APPLY?

Please send an email and CV to newkelpies@kelp.blue with **HEAD OF MARKETING** in the subject line by October 15, 2023 Please use the email to tell us about how you fit the Kelp Blue profile, what you can bring to our mission, and why you are the perfect candidatee