

# Global Marketing Lead 60%-100%

(Location: London, hybrid working possible)



BenLink is a young, fast-growing start-up consisting of a team of 20+ people. We are looking for a B2B experienced marketing expert, especially in technology or industrial applications, who can carry the story of BenLink, who we are and what we do, into the world. This is a newly created position, and we are looking for someone who is creative, dynamic with a lot of initiative to drive brand and business growth internationally.

## BenLink

BenLink is a technology start-up company that is improving the global food value chain. We provide professional services for industrial food production sites through a global digital platform, using smart real-time technologies to match service technicians and customers. We also help machinery manufacturers to provide more efficient and sustainable service worldwide. Our services range from installation support to inspections and maintenance to repairs and data-based services. Service technicians are digitally trained and enabled during the service execution in the field. We call them the 'BenLink Crowd'.

We are big thinkers and want to bring positive change to our industry.

## Your mission:

- Further define and develop the BenLink brand and messaging (value propositions, storytelling, images, videos, etc.)
- Understand our diverse customers and how they decide through VOCs, customer visits, etc. and develop targeted value propositions and sales material to support our local teams.
- Create impactful campaigns and brand activations that meet our business goals and implement campaign evaluation to ensure we achieve the desired ROI.
- Build our digital marketing strategy, run campaigns, monitor activities and provide analytical insights.
- Build up and lead the BenLink brand's online presence, e.g. via LinkedIn, Instagram, on partner web pages, etc.
- Create internal and external communication (success stories, press releases, etc.) and proactively identify and capture creative content (article ideas, videos, etc.).
- Drive the continuous improvement of the BenLink website.
- Support events/fairs by providing relevant marketing input and material.

## Your qualifications:

- 2-3 years of experience in a fast-growing B2B software- or platform business
- Experience in digital marketing, marketing automation, lead generation
- Creative brand marketer with a business developer mindset.
- Experience with Web CMS (such as wordpress) and solid knowledge of website analytic tools
- Experience working with creative and PR agencies
- Experience in developing and creating marketing campaigns and marketing/sales materials (online and offline)
- Experience in setting up and optimizing Social Ad campaigns
- Good understanding of the customer persona concept and how to effectively address them
- Native English speaker, solid German skills would be a plus
- Great team player, effective communication skills and positive get things done mentality
- Starter-finisher personality

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- Knowledge of Graphic design software would be a plus (InDesign, Adobe)
- Proven experience in project management with extensive Microsoft Office 365 skills

**Are you interested in becoming part of our team? Or would you like to learn more about the open position and our young company? Then contact us or send us your CV:**

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