**TrusTrace (Logo)**

**Head of Growth Marketing**

**MAKE A DIFFERENCE WITH TRUSTRACE**

***Help make the world a better place, one product at a time - with traceability and sustainability solutions for brands and consumers.***

**About the Company:**

TrusTrace creates Product Traceability and Transparency solutions that make the world a better place, one product at a time. We created a digital platform that uses the latest technology - Blockchain/IoT/AI/ML - to deliver critical, accurate information to our customers on products, factories, sustainability and production methods.

TrusTrace is the leader in its space and growing rapidly to enable responsible production practices and conscious consumerism. Everyone on our team is talented and passionate about what they do. We run a welcoming and inclusive work culture, with none of the traditional hierarchies, where everybody’s ideas and thoughts are valued.

**About the Role:**

As a team member at TrusTrace, you’ll get to solve challenging, real-world problems that truly make a difference to society.

The Head of Growth Marketing role involves leading all TrusTrace’s B2B marketing activities, communicating our brand and product story.

You will be your own boss and come up with ideas to generate qualified leads through digital marketing, influencer relationships and event participation. As the head of this function, you can build your own team as well. You will create win-win partnerships with Sustainability Champions, Challenger Brands and Retailers from the Fashion and Food industries.

You will leverage internal teams and external agencies to cover all aspects of digital marketing, events, partnerships, product marketing, content creation and building communication material.

**Experience:**

* 10+ years B2B marketing experience
* B2B SaaS experience preferred
* Digital Marketing/SEO Strategy
* Understanding of Collateral Design
* Content Generation Expertise for Website/SM/Newsletters/Blogs etc
* Liaising with Marketing Agencies/External Consultants for Growth Hacking, Branding, Copywriting, Design etc

**Responsibilities:**

* Implement Digital Marketing and Influencer Marketing Strategies to generate Inbound Leads
* Develop, implement, and track marketing programs and events across platforms
* Ownership for website, social media, newsletters, and other marketing collateral
* Collaborate with internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
* Analyse and report on the performance and efficiency of campaigns
* Conduct market research and analyse trends to identify new opportunities
* Create marketing materials such as sales and product collateral
* Ensure brand guidelines are met
* Write, proofread, and edit creative and technical content across different media
* Work with external agencies and vendors to execute marketing programs

**Skills:**

* An understanding of technology
* Curiosity and eagerness to learn
* Excitement at proving yourself in a dynamic scaleup
* Excellent written and verbal communication in English, Swedish is an added advantage
* Ability to work independently and build teams

**You should apply if:**

* You’re looking for a role where you can make a mark over a long period of time
* Enterprise software makes you happy
* Making a difference means more to you than job titles
* You’re a self-starter and a problem solver – nothing makes you smile more than finding the answer yourself
* You’re like TrusTrace’s most successful team members:
  + at home in a diverse, multicultural workplace
  + comfortable working with teams based across different time-zones
  + authentic
  + quick on their feet
  + comfortable with ambiguity and complexity
  + flexible and patient, with an ‘all-hands-on-deck’ attitude

**Job details**

* Start ASAP
* Full time
* Based in Stockholm
* Deadline to apply: Feb 22nd , 2021