



We are hiring

Would you like to be part of our dynamic, global and growing team? South Pole is an energetic, global company offering comprehensive sustainability solutions and services. South Pole acts today 'for a better tomorrow'. With offices all around the globe, we accelerate the transition to a climate-smart society. Our vision is "Climate Action for All": We inspire and enable our customers to create value from sustainability-related activities.

To further promote environmentally and socially responsible practices, we are currently looking to recruit a highly motivated and dedicated

Website & Digital Manager (100%) based in London, Amsterdam or Berlin

We are looking for a Website and Digital Manager who is passionate about environmental issues and has an understanding of climate change, corporate social responsibility and ideally carbon finance. You will be fully responsible for managing the success of the website and digital products. You will work closely with team members to develop online content and should be able to explain complex processes and products in simple language. You are a well-rounded person who is equally comfortable working with IT solutions, coding and website management, as you will manage relationships with service providers and colleagues in a fast-paced environment. In addition, you are able to work quickly from concept to the implementation of a successful campaign or project. If you are eager to grow and to learn in a rapidly evolving environment and growing company, then this is the challenge that you are looking for.

Tasks and responsibilities

- Advise the director of communications on digital products needed to support an effective communications strategy
- Keep up to date on evolving digital products and solutions
- Maintain and build good relationships with external service providers, like web developers and digital marketing agencies
- Build and implement digital collateral for outreach campaigns – including emails, digital ads, web pages/sites, landing pages, registration pages, social media posts and paid media campaigns
- Focus on search engine optimization (SEO) content research, including identifying keywords and guiding content creators in using effective techniques for optimisation, increasing the visibility of the South Pole brand
- Manage upload of content via CMS (custom Laravel CMS and Wordpress) onto our website
- Design, build and test email campaigns in SuiteCRM and Mailchimp, or on other platforms as necessary
- Coordinate with regional and global marketing and communications teams within the company as well as other business units to gather content and produce digital collateral
- Monitor key web, email and social engagement metrics (via reporting tools, including Google Analytics, Tag Manager, Search Console, SEMRush and Screaming Frog)
- Create reports with Data Studio with relevant metrics for key stakeholders
- Monitors web maintenance tickets and manage multiple requests/priorities - liaise with external web development agency for back end development work

Your profile

- University degree in Marketing, Business Administration, or Information Technology/Systems
- 5 years of relevant work experience and a proven track record in digital marketing



- HTML and CSS experience is essential; must have experience in hand coding emails and landing pages
- Experience in working with Adobe Photoshop
- Marketing automation tools, including CRM and CMS
- Wordpress knowledge essential including site building, theme and plugin maintenance and development. Additional CMS experience is desirable
- Knowledge in Google Suite including Analytics, Data Studio, Tag Manager, AdWords and Optimize
- SEO including reporting and monitoring with SEMRush and Screaming Frog
- PPC campaigns on LinkedIn and Google Ads
- PHP desirable but not essential
- Able to manage relationships and multi-tasking under time pressure
- Project management skills
- Strong writing skills and attention to detail
- Ability to work independently, as well as in an interdisciplinary team, with colleagues based in different locations and time zones around the globe
- Fluent in spoken and written English

We offer

- Work in a growing global profit for purpose company with a real commitment to sustainability and fighting climate change
- Excellent team spirit, work within a large and international team of sustainability passionate professionals
- The opportunity to work with a culturally diverse team based around the world

Please apply

If you are interested in joining a young and international team looking to make a difference to the world we would be happy to hear from you! Please send your cover letter and CV directly through our [website](#). If you have any questions regarding this vacancy, please contact us on jobs@southpole.com.