

Would you like to work in a young, dynamic, and innovative company in the heart of Hamburg and help shape our future?

Then join us and build our brand into a player in the B2B segment for nutritional supplements. With your agile mindset and desire for digital marketing projects, you will help us to competitively redesign and creatively implement the essential building blocks in content marketing and brand management.

As PlantaCorp, we support our business partners in conquering the global market for nutritional supplements. In doing so, we offer a resilient foundation for long-term partnerships and customer relationships with both our white labelling services and our new product development. Together, we are shaping the future by creating a new way of looking at nutritional supplements. Our goal is to work with our customers and consumer partners to make our modern and innovative liposomal technology accessible to everyone.

To get closer to our goal, we are looking for you as:

SENIOR ONLINE MARKETING MANAGER B2B

Full-time, 40 hours (f/m/d)

Tasks:

- independent implementation of digital marketing projects
- creation of target customer and group segments
- development of marketing campaigns that convey an exciting message and create enthusiasm for our brand
- day-to-day implementation and management of target group-oriented multi-channel campaigns
- developing key unique selling points for our products
- simplifying the brand positioning of our services in need of explanation
- generation of leads or inbound enquiries through campaign-based media design on digital marketing channels
- measurement of key figures and campaign successes by means of analytical marketing tools
- continuous monitoring of competitors, markets, and target groups
- use of common CMS and CRM tools
- further development of various marketing campaigns and tools by contributing own creative ideas

Required qualifications:

- completed training or degree in the field of digital communication, digital marketing or business administration with a focus on marketing or brand communication.
- experience in digital B2B marketing and project work
- passion for marketing technical products, FMCG and/or food supplements

- solid practical experience in the application and design of digital media such as SEO, SEA, display, social ads, email marketing and affiliate channels
- a keen sense of trends and consumers
- very good organisational skills
- openness and willingness to learn new things
- ability to work in a team, loyalty and assertiveness as a colleague
- strong analytical thinking and a results-oriented approach to work
- experience in agile strategy development desirable
- good technical skills with MS Office and marketing tools
- very good written and spoken German and English skills

Mutual respect, reliability and self-initiative are a matter of course for us.

Benefits

We offer you a challenging job in a varied environment. In our very innovative and dynamic company that is on a strong growth path, you will have the opportunity to implement your own projects and thus develop yourself personally. With the right self-commitment, everyone has the chance of more responsibility.

Curious? Then we look forward to receiving your electronic application at:

jobs@plantacorp.com



Cindy Scharf

Director of HR & Accounting

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www.actinovo.com | Liposomes – A new Era of Supplements
www.plantacorp.com | Producer of Liposomal Supplements in Germany. PlantaCorp is ISO 22000 and GMP certified.

About us

PlantaCorp is an ISO 22000 and GMP-certified producer of liposomal supplements based in Hamburg, Germany. Our unique encapsulation technology offers other companies the opportunity to build a business in quality food supplements.

<https://www.plantacorp.com/>

In April 2015, we developed our own distribution brand, ActiNovo. Through ActiNovo, we offer liposomes as a revolutionary dietary supplement transport system to a global audience. These are up to 46 times more bioavailable than conventional tablets, pills and oils.

<https://www.actinovo.com/>

PlantaCorp GmbH and ActiNovo have together fulfilled a dream: Making high-quality, highly effective dietary supplements from a reliable source available to everyone, at a fair price.