

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:

## **HEAD OF MARKETING B2B**

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

### **Tasks:**

- management and further development of the marketing team
- independent implementation of digital marketing projects together with your team
- creation of target customer and group segments
- developing marketing campaigns that convey an exciting message and create enthusiasm for our brand
- day-to-day execution, with the help and guidance of your team, of multi-channel campaigns targeting specific audiences
- developing key unique selling points for our products
- simplifying the brand positioning of our services in need of explanation
- generating leads or inbound enquiries with your team through campaign-based media design on digital marketing channels
- measuring key figures and campaign successes using analytical marketing tools
- continuous monitoring of competitors, markets and target groups
- use of standard CMS and CRM tools
- further development of your team by independently designing dynamic and modern marketing campaigns and tools as well as by contributing your 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.
- solid experience in digital B2B marketing and project work
- first good experience in personnel management (ideally 2-3 years of team leadership)
- 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.*

## **Why PlantaCorp:**

We offer you a challenging job in a varied environment. In our very innovative and dynamic company, which is growing strongly, you will have the opportunity to implement your own projects and thus develop personally. With the appropriate commitment, everyone has the chance to take on more responsibility.

## **This is what PlantaCorp offers you:**

- encounters at eye level and a warm welcome
- a young, international, dynamic team
- fresh fruit twice a week
- daily coffee, tea, milk, oat milk and nuts
- three free food supplements of your choice per month as well as employee discount on all ActiNovo products
- good public transport connections
- a subsidy for your HVV ProfiTicket
- Urban Sports membership
- individual bonus agreement
- German / English language courses
- company events
- After Work on Fridays for a good start into the weekend

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

**[jobs@plantacorp.com](mailto:jobs@plantacorp.com)**



Cindy Scharf

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[www.actinovo.com](http://www.actinovo.com) | Liposomes – A new Era of Supplements  
[www.plantacorp.com](http://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.