

Farmforce Careers: Marketing and Communications Manager

Passionate about overcoming global challenges, interested in deploying innovative IT solutions, feel drawn to emerging markets, intrigued by supply chains, or motivated to continually learn and take risks in a high-growth, rapidly changing tech environment? Join our dynamic team!

1. About Farmforce

Farmforce strives to build trust and transparency in the agricultural first mile. We deliver digital solutions to secure sustainable sourcing, improve farmer quality of life and protect the environment. Our clients work with 550,000+ smallholders in 32 countries across Africa, Asia, Europe and Latin America and we're continuously expand our platform to address global challenges. We're growing!

Farmforce is seeking an experienced Marketing and Communications Manager to oversee and reinvent the company's marketing approach, leveraging best practices in SaaS marketing. This role will report to the Head of Sales and Marketing in Oslo, Norway, working independently and collaboratively within a small, dynamic team.

2. Marketing Manager Role and Responsibilities

Role Title: Marketing and Communications Manager

Start Date: ASAP

Location: Oslo, Norway or Bangkok, Thailand (ideally already with a valid work permit)

As the Marketing Manager, you will redevelop and expand Farmforce's global marketing presence across web and social media platforms, as well as 'owning' branding and cultivating joint partner/client communications and industry thought leadership.

The perfect candidate has 4-8 years of experience in SaaS or technology marketing and communications, ideally with background in agriculture or emerging markets. The individual needs to demonstrate a sense of urgency, passion in their work, and a desire to expand Farmforce's global visibility and brand.

Responsibilities:

- Manage global marketing and communications (including digital and social media), leveraging platforms for visibility and lead generation
- Implement marketing strategy to reach target sales market, designing materials and solution-focused messages to best reach those organizations
- Drafting and proactively creating/sourcing new and recurring content for the website/Social Media
- Cultivate a deep understanding of Farmforce's value proposition, product and clients.
- Oversee website redesign and update branding, coordinate with external SEO and support firms
- Develop and implement targeted ad and marketing campaigns on LinkedIn
- Liaise with partners and clients on joint-marketing and communications, annual report pieces, case studies, Farmforce-hosted webinars, testimonials and online reviews
- Research, draft Through Leadership pieces on agtech, digitization, supply chain transparency, etc.
- Identify and engage with industry blog/publication outlets on distributing Farmforce content

- Evaluate competitor's marketing approaches, strategize and optimize our outreach and presence
- Derive insights from Google Analytics (and other tools) on website and social media traffic, determine most effective for lead generation and conversion into paying customers
- Keep marketing materials up-to-date and aligned with strategic vision - Website, Brochures, Templates, Case Studies, etc.; develop new as needed
- Bi-monthly contact with regional sales teams about use of marketing materials, needs and updates
- Monthly report on marketing activities, analysis and insights to Executive Team

3. Required Qualifications

- 4-8 years of work experience in SaaS or technology product marketing
- Extensive knowledge in B2B SaaS marketing, ability to implement industry best practices and 'what's been successful in other companies'
- Experience managing digital and social media marketing campaigns (Google Ads, LinkedIn, others)
- Practical knowledge on leveraging digital platforms for visibility and lead generation
- Compelling writing skills and experience sourcing and drafting original content
- Bachelor's degree (Masters in Marketing a plus)
- Strong prioritization, time management and organizational skills
- Thrives in a rapidly changing, fast paced tech start-up environment
- Photography, graphic design and video editing skills are a plus
- SEO experience and use of platforms like HubSpot (or equivalent), Wordpress, etc.
- Fluency in English and other languages (French and Portuguese a major plus)
- Right to work in Norway/EU or Thailand

4. Benefits and Compensation

- A competitive salary and benefits package
- Global / regional network / exposure in AgTech/Global Food Industry
- One of the hottest startups in Norway
- Casual work environment
- Travel to clients and partners in emerging markets
- We value autonomy
- Opportunity for growth for all employees

5. How Do I Apply?

If you'd love to work at Farmforce, just email info@farmforce.com (referencing the job title you are applying for) with why you're a perfect fit for this role and attach a CV and a link your LinkedIn profile.

Farmforce is an equal opportunity employer and will consider every qualified applicant for employment. Farmforce does not discriminate based on race, ethnicity, national origin, ancestry, religion, gender, sexual orientation or disability.