

Farmforce Careers: Marketing Associate – Summer internship

- Location: **Marketing Associate – Summer internship**
- Start Date & duration: According to school's policy

Are you 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 farmers' 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 are continuously expanding our platform to address global challenges. We are growing!

Farmforce is seeking a Marketing Associate, to contribute to the implementation of our 2021 Marketing & Communication plan. This role will report to the Marketing Manager in Oslo, Norway, and will work collaboratively within a small, international, and dynamic team.

As a Marketing Associate, you will contribute to every part of the Marketing plan (Strategy and Customer Intelligence, Leads and Demand generation, Communication, and Branding) that aims to 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 is between his/her 2nd and 3rd year of Master, specialized in Marketing, ideally with a background in B2B marketing and AgTech businesses. The individual needs to demonstrate a sense of urgency, passion in their work, and a desire to expand Farmforce's global visibility and brand.

2. Responsibilities

- Cultivate a deep understanding of Farmforce's value proposition, product, and clients.
- Research, draft Thought Leadership pieces on AgTech, digitization, supply chain transparency, etc.
- Drafting and proactively creating/sourcing new and recurring content for the website/Social Media
- PMO on two key projects for Farmforce Marketing function:
 - o Content production
 - o Website revamping
- Contribute to building a tool that will allow Farmforce to identify key markets and targets
- Identify and engage with industry blog/publication outlets on distributing Farmforce content
- Keep marketing materials up-to-date and aligned with a strategic vision - Website, Brochures, Templates, Case Studies, etc.; develop new as needed
- Develop and implement targeted ad and marketing campaigns (Google Ads, LinkedIn, etc.)

3. Required Qualifications

- Experience in B2B Marketing (strategy, lead generation, content production, etc.), AgTech and/or SaaS product is a plus
- Ability to search and analyze data to transform figures into activable tools.
- Compelling writing skills and experience sourcing and drafting original content.
- SEO experience and use of platforms like HubSpot (or equivalent), WordPress, etc.
- Practical knowledge on leveraging digital platforms for visibility and lead generation.
- Strong prioritization, time management and organizational skills
- Thrives in a rapidly changing, fast-paced tech start-up environment.
- Detailed and results-oriented.
- Fluency in English (native English or perfectly bilingual is a plus)
- Right to work in Norway
- Photography, graphic design, and video editing skills are a plus.

4. Benefits and Compensation

- Global / regional network / exposure in AgTech/Global Food Industry
- One of the hottest startups in Norway
- Casual work environment
- We value autonomy.
- Opportunity for growth for all employees
- Potential long-term possibility of working with us.

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.