

AgXeed is looking for a **Marketing Operations Manager**

Do you want to bring a revolution in agriculture? Drive an innovative AgTech Start-Up towards global growth? You will define the commercial strategy that will drive our expansion. Become part of an innovative company without bureaucracy and a real focus on execution. We are pioneers and highly effective and thorough in what we do. We expect you to be the same.

With AgXeed we believe in sustainable agriculture where farmers are able to optimize productivity, while preserving the soil and the environment. For now and for future generations. AgXeed provides autonomy as a system: a ready to use autonomous platform with virtual planning tools and valuable data models. With the traction generated by our first prototypes in the field it is time to execute and expand.

What will be your role as marketing operations manager:

- ✓ Contribute to creating the foundation of digital and trade marketing, work closely with the rest of the team to implement content strategy of AgXeed in all relevant channels.
- ✓ Roll out, develop and maintain technology and processes in the customer relations area (CRM):
 - Maintain quality and fullness of all customer and partner related records, as well as proper relationships and assignments within CRM
 - Drive contact database expansion by leveraging marketing events and resources
 - Set up, maintain and enhance marketing and pipeline CRM based reporting
 - In marketing operations area, to be responsible for:
 - Website materials copyright and operational interface to the agency.
 - Production of marketing print and video materials: brochures, customer testimonials, etc
 - Content production for the outbound digital communications (newsletters, emails)
 - Setting up and technical execution of webinars
 - Coordination and control of all earned media (social media posts, interviews, articles, etc).
- ✓ Support in organization and execution of the industry events and fairs, where AgXeed participates alone or with partners: pre- and post communication, contracting and documentation, production of event related materials
- ✓ Operational responsibility for budgeting and marketing expense tracking

What do we expect from our Marketing Operations Manager:

- ✓ 2+ years of experience in a B2B marketing operations
- ✓ Hands-on approach, team player mentality, ability to build effective relationships.
- ✓ Curiosity, eagerness to learn
- ✓ Advanced computer skills, ideally experience with a CRM system
- ✓ Attention to detail, “mental multi-tasking”, self discipline
- ✓ You are fluent in both English & German, French would be a bonus.
- ✓ You are prepared to travel up to 20% of your time (event related, customer visits)

What do we offer in return:

- ✓ Freedom to execute in a hands-on environment. You will not find a more highly motivated team on a mission to provide autonomy to the agricultural industry.
- ✓ Open environment to express opinions, views and share new ideas. Expect vivid discussions on economics, sustainability, climate and food.
- ✓ Tremendous learning potential, work alongside seasoned professionals in product, sales and marketing functions
- ✓ The position is based in our Dutch office but allows a flexible and hybrid approach to combine office and home working time.

Are you passionate about your profession? Do you believe autonomy can realize a revolution? Are you convinced that you can contribute and enrich our team? Then convince us and let us get to know you and what you can contribute to our mission by sending your inspiring application to: info@agxfeed.com