

## TRADE RECYCLATES AND PLASTIC WASTE ONLINE

On the global marketplace for circular plastics. For Waste Managers. For Recyclers. For Plastic Converters. For the entire value chain of plastics.

Secure. Simple. Global.

Register for free!



## Marketing & Communication Manager (m/f/d)

### We need you - to make plastic waste history!

Are you looking for a new challenge in a rapidly expanding start-up? Are you fed-up with plastic polluting our environment and oceans? Do you want to dedicate your professional time to more than just making money? Then we have an offer for you: **We are looking for a Marketing & Communication Manager to drive cirplus forward.**

### About us

cirplus is building the global B2B-marketplace for circular plastics. We are based in Germany, but our ambition is global. Our vision? **To make plastic 100% circular**, so that no more plastic enters the environment. We accomplish this goal with our next generation B2B-marketplace, connecting the plastic & recycling industries. To make it easy and efficient to turn waste into a valuable resource and thus catalyse the transition to a more circular planet. Tackling the plastic crisis at its root cause with technology - unlocking circular plastics: this is cirplus.

Starting date: **01/03/2021**

### Your mission:

- **Become a cirplus hero:** design, refine and implement the overall marketing & communication strategy for cirplus based on data & rigorous iteration. Report directly to the founders.
- **Take charge:** Marketing & communication strategy, content planning, prioritisation and project planning. Understand the market of recycled plastics, the value chain and the different stakeholder interests. Proactively use external topic triggers.
- **Drive decisions with data:** be comfortable with measuring the impact of your work and act on it.
- **Empower Each Other:** Support our mission while keeping our customer's perspective at the top of your mind. Collaborate closely with UX/UI Designer, Translators, product & tech team to strengthen the cirplus global footprint.

## Your profile:

- **2+ years of experience** as an online marketer or PR manager. Experience in a B2B-marketplace and early stage start-ups are a bonus.
- **University degree** in business, communication, marketing or similar with excellent grades.
- **Language skills:** German (native speaker level), English (fluent - in written & spoken)
- Proven experience in conducting **online marketing campaigns** (Adwords, Display, Emailing), B2B-context is a strong plus
- Proven experience in conducting **communication campaigns** (press release, social media, influencer campaigns etc.)
- **Empathetic team player:** we cannot save the world on our own - no one can go it alone. We cherish a strong team culture and put our core values into practice - and so should you.
- An analytical mindset that allows for **data-driven decisions**. Analytical tools such as Google Analytics, Tableau et al.
- **Curiosity & Initiative:** Keen to learn new technologies and take initiative about how we make things better
- **Resilience:** start-ups can be roller-coaster rides. Enjoy the thrill and never give up.
- **Clear articulation & rational reasoning:** In order to own the marketing & communication department, the ability to manage yourself without close supervision
- **Based in Germany;** occasional travel to clients is required
- Previous experience in the **plastics** or **recycling** industry is a strong bonus

## Benefits

- **Work for a purposeful project**, tackling one of the largest environmental challenge of our time
- **Full-time employment** opportunity.
- Key impact on **marketing & communication** of early stage start-up - directly shape the next steps for our product
- Join a diverse & driven group of **sustainability heroes** spanning three continents
- Flexible working hours - **fully remote working** is possible
- **Company retreats** near the ocean, to remind us of our mission to make plastic waste history
- Nothing feels better than doing good to the world *and* earning money :)

Interested? We are looking forward to hearing from you but we don't like boring applications. Surprise us. :)

Send your application to [join@cirplus.com](mailto:join@cirplus.com) and answer the following three questions (in German):

**Warum bist Du interessiert daran, für cirplus zu arbeiten?**

**Was hast Du in Deinem bisherigen (Berufs-)leben erreicht, was sonst keiner erreichen konnte?**

**Was würde cirplus verpassen, wenn wir Dich nicht einstellen würden?**