



About Cool Planet:

Cool Planet is a company and a team dedicated to improving soil health, food security, and global sustainability through innovation in agriculture and green industries. With deep materials science and agronomy expertise, by applying modern process and manufacturing discipline, and through extensive soil and crop testing and trialing we are bringing new tools to the burgeoning soil health space.

About Role:

The **Senior Marketing Manager** is responsible for developing and providing, strategy, tactics and tools to market Cool Planet’s first commercial soil health technology, Cool Terra®, as well as Cool Planet’s growing product portfolio and market segments, which deliver significant impact on the company's growth and the future of sustainable agriculture. Cool Planet is seeking an innovative and visionary marketer with the skills and attitude to get things done with the desire and ability to position Cool Planet as a leader of the soil health / agriculture technology arena. This person currently has no direct reports but there is potential for the team to grow as the company continues its strong growth trajectory.

Responsibilities and Duties

- **Create and execute the yearly and multi-year marketing plan, closely collaborating with the commercial team to transform the marketing plan into action covering the “5 P’s” (Product, Position, Price, Promotion, People)**
 - Executes all tactical, daily, activities of the marketing function
 - Develops and implements brand strategy and refine segmentation and positioning strategy
 - Develop buyer segment specific value props, including matching value propositions to buyer needs/jobs
 - In concert with the R&D team, maintain all product master labels and packaging to ensure compliance with regulatory agencies and take advantage of market opportunities
 - Build and maintain strategic relationships with potential partners for co-promotion opportunities
- **Support the commercial function in driving the attainment of annual sales goals**
 - Lead the development and execution of a multi-channel, fully integrated marketing communications plan inclusive of traditional media, guerilla activities, digital communications, sales support materials, social and more. Prioritize audiences to most effectively and efficiently deliver messages.
 - Create, edit, and maintain sales collateral and training materials. Produce standard product presentations and demo scripts that can be used by commercial team
 - Lead trade show and conference activations, including booth design, collateral, and creative planning
 - Develop and execute lead generation campaigns that focus on our target segments
- **Implement brand-building communications activities across all disciplines to support sales and promote positive reputation across all stakeholder groups**
 - *Paid Media Advertising:* Provide oversight and implement paid media plans
 - *Digital advertising and communications:* Create, manage, and execute e-platforms and digital interactivity to deliver communication. Includes, but not limited to internal websites, email, newsletters, social, search engines, etc. Coordinate and manage Search Engine Optimization agency
 - *Distributor support:* Create and deliver marketing and communications activities to engage distributor partners and support their sales activities
 - *Communications:* Work with Cool Planet’s CEO to develop and execute various communications including investor presentations, internal communications, company meetings, and B2B partnership pitches
 - *Public Relations and Communications:* work with and manage Cool Planet’s agency partner to maintain consistent internal / external communications and coordinate and maintain investor relations activities
- **Drive content development, including customer testimonials, case studies, content marketing, e-books, newsletters, and social media**

Key Competencies		Qualifications
<ul style="list-style-type: none"> • Self-starter, able to develop strategy and translate into tactical execution • Translates needs and cultural trends into market opportunities 	<ul style="list-style-type: none"> • Team-oriented: a-political, highly collaborative, low-ego • Ability to work across multiple functions and industries 	<ul style="list-style-type: none"> • 5+ years of experience within B2B and B2C environments • Innovative, big-thinker with a ‘roll-up the sleeves’ attitude to get work done • Excellent communications skills