

Senior Demand Generation Specialist (SaaS product)

Netherlands

About Meridia

Meridia is an agtech company contributing to inclusive, transparent and sustainable smallholder supply chains that are future-proof.

Built on our expertise and technology, we offer accurate and reliable field data solutions and software products at scale for smallholder supply chains. We specialise in collecting, analysing, and verifying high-quality data to accelerate our clients' sustainability and ESG commitments.

Accurate farm and traceability data are critical for businesses to comply with ever-stricter compliance regulations and deliver upon sustainability commitments. At the same time, most smallholders continue to struggle to earn a living income, fueling the deforestation and biodiversity crisis. Reliable field data is needed to drive the transformation toward confronting these challenges.

We are working on our upcoming Verify Portal, a groundbreaking SaaS platform designed to transform how businesses assess and mitigate field data quality and compliance risks. With an initial emphasis on EUDR compliance, our platform will strategically expand its scope to address critical areas such as carbon emissions and human rights, marking a significant step forward in comprehensive risk management.

Background information about Verify Portal

[Meridia Verify](#) is a software solution for automated field/traceability data quality verification and assurance. On the Verify Portal, users upload their farm geolocational data and can apply a series of 40+ automated tests to validate that data against benchmarks such as [EUDR](#) compliance to ensure its quality and trustworthiness. With [EUDR](#) coming into force in June 2023 relevant businesses have 18 months to ensure compliance or face strict penalties in the EU.

The methodology behind this solution consists of 40+ tests that look deeply into the quality and compliance of farm-origin and physical-flow datasets of our agri trader clients. The tests have been developed based on our experience with land titling, farm mapping and data analysis and have been field calibrated, reviewed with industry experts and subjected to a formal auditing process.

See <https://www.meridia.land> for more information on our work.

Job Description

We are currently seeking a senior demand generation specialist. With long and strong relationships within our sector(s), we are currently a direct sales-led organisation. We now need to build out a strong digital marketing led-generation and customer acquisition strategy that covers top, middle and bottom of the funnel for our corporate website, our social/online presence and primarily – our soon-to-be-launched SaaS portal for our Verify product.

Working closely with the Chief Commercial Officer, Communications Lead, and Chief Experience Officer, you will help architect our online marketing strategy, ensuring alignment with our brand vision, sales, marketing and growth objectives.

You will be based in the Netherlands and work closely with our teams in the Amsterdam office, Côte d'Ivoire, Ghana and Indonesia. You will report to the Chief Commercial Officer in the Netherlands.

Key Responsibilities

The senior demand generation specialist has the following areas of work and responsibilities:

Verify product SaaS portal:

- Spearhead demand generation strategy including traffic generation, lead nurturing, and conversion strategies for the Verify portal, optimising for SaaS-specific metrics.
- Design and execute online marketing strategies, enhancing our SaaS platform's visibility and competitive edge.
- Lead SEO/SEM, email marketing, social media, and targeted advertising initiatives underpinned by performance marketing principles and KPI-driven outcomes include a lead generation target.
- Familiarity with GenAI organic growth marketing
- Deploy advanced analytics for market insights, leveraging data visualisation techniques to steer strategic decisions and enhance product-market fit.

- Keeping abreast of industry trends, competitor activities, and market opportunities to adapt strategies accordingly.
- Inform the development of content marketing content such as long form blog posts, whitepapers and the like.
- Ensure that the Verify SaaS portal positively contributes to the domain authority of the corporate website.

Learning and Development

We are at the forefront of supporting systemic changes in supply chains. Therefore, the ideal candidate should be eager and willing to learn and grow in the role quickly. You will engage in on-the-job training and development to learn about Meridia, our purpose and heritage, our products, our international team, and our customers.

The ideal candidate has/is

Experience and skills

- Demonstrable experience (5+ years) in SaaS marketing (B2B), with a proven track record in online demand generation.
- Adept at crafting SaaS-specific marketing strategies, including user acquisition, conversion and optimisation.
- Expertise in deploying data-driven marketing campaigns for the entire customer acquisition funnel, with a keen focus on metrics such as MRR, CAC, LTV, and churn rates.
- Proficiency in executing outcome-based advertising campaigns (PPC, CPA, CPL), with a strong emphasis on ROI and CRO.
- Solid grasp of SEO and SEM techniques tailored for SaaS, marketing database, email, social media, webinars, online videos and/or display advertising campaigns. Familiarity with A/B and multivariate experiments.
- Proficient with Hubspot and marketing automation technology.
- Strong understanding of HTML, CSS, and web publishing.
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.).
- Deep understanding of ABM strategies, and the ability to engage and convert high-value accounts through personalised marketing campaigns.

Abilities

- A data-centric approach to marketing, with the ability to distil insights from analytics to inform strategy.
- Leadership qualities to steer a dynamic marketing team towards achieving targets
- Exceptional communication skills for effective collaboration across functions.
- Affinity with sustainable supply chains, teamplayer and results-oriented mindset.
- Agility in adapting to evolving market trends and applying innovative solutions to marketing challenges.

The benefits package includes

- Market rate salary commensurate with your skills and competencies
- Four-day work week
- 7 % pension contribution
- Being part of a fast-growing impact venture with an informal, professional work culture
- A computer or laptop for work
- Engaging with team members, clients and users in various other countries
- A hybrid working position, with 2 out of 4 days at the Amsterdam office.
- Up to 5 weeks' allowance of remote work per year
- Annual Employee led Learning & Development budget

Apply!

Applications will be processed on a rolling basis. Please apply by submitting your details: <https://podio.com/webforms/12899533/879652>.

The ideal starting date is 1 June 2024

If you have any questions, feel free to contact jobs@meridia.land for more information about this position.
