

**Job Title:** Marketing – Business-Oriented Strategy

**Level:** Junior, Mid-level, or Manager (depending on experience)

**Location:** Remote

**Department:** Business Development and Strategy

**Contract type:** Full-time

## About BioCarbon Standard

BioCarbon Standard is an international organization dedicated to certifying carbon projects with a strong commitment to environmental integrity, social inclusion, and digital innovation. We operate globally to support project developers, governments, and markets in implementing high-impact, nature-based climate solutions.

## Position Summary

We are looking for a creative, analytical, and results-oriented professional to lead or support BioCarbon Standard's business-focused marketing strategy, aimed at increasing visibility, generating leads, and positioning the organization among project developers, governments, and institutional partners.

## Key Responsibilities

- **Strategic Marketing Development:** Design, implement, and optimize marketing strategies with a focus on business growth, brand positioning, and market expansion.
- **Content Creation & Branding:** Produce compelling institutional marketing materials (e.g., presentations, brochures, pitch decks) that effectively support commercial outreach and client acquisition.
- **Cross-functional Collaboration:** Partner with CRM and Business Development teams to optimize lead segmentation, campaign automation, and the management of customer journeys.
- **Performance Analysis & Reporting:** Track, measure, and analyze marketing KPIs to assess campaign effectiveness and provide data-driven recommendations for improvement.
- **Vendor and Partner Coordination:** Manage relationships with external collaborators (designers, agencies, copywriters) to ensure high-quality deliverables and timely execution.

- **Brand Alignment & Consistency:** Ensure marketing initiatives are in alignment with institutional communication strategies, maintaining brand consistency across all touchpoints.

## Preferred Profile

- **B2B/Institutional Marketing Expertise:** Experience in B2B, institutional, or international marketing, with a demonstrated ability to drive business development through tailored marketing efforts.
- **Performance-Driven Mindset:** Strong ability to create and execute marketing plans focused on measurable results, business objectives, and ROI.
- **Proven Communication Skills:** Excellent written and verbal communication skills in English, with additional proficiency in Spanish and/or Portuguese as a significant advantage.
- **Technical Proficiency:** Experience with CRM platforms (Salesforce or similar), email marketing tools, and campaign automation systems.
- **Sustainability/Impact-Driven Focus:** A passion for or experience in sustainability, climate action, or working with purpose-driven sectors is a plus.

## Experience by Level

- **Junior:** 1-2 years of experience, solid understanding of marketing fundamentals, and a strong eagerness to learn and grow within a dynamic environment.
- **Mid-level:** 3-5 years of experience, with a proven ability to independently manage projects, execute strategic marketing plans, and engage with stakeholders.
- **Manager:** 6+ years of experience, with leadership capabilities to drive business marketing strategies, mentor team members, and liaise with senior strategic stakeholders.

## What We Offer

- ✓ An international, purpose-driven, and innovative work environment.
- ✓ Geographic and schedule flexibility.
- ✓ Opportunities for growth within a rapidly expanding global organization.
- ✓ Participation in a mission with high climate and social impact.