

## MARKETING & COMMUNICATIONS LEAD

### -WITH STRONG EXECUTION SKILLS

#### You are the type of person who

- is motivated by and believes in the urgency of the clean-energy transformation
- is excellent at your job and want a chance to make a greater personal impact on the world by working with a purpose-driven organisation
- is motivated by the chance to execute GreenLab's communication strategy
- has an inspiring and influential personality

#### About GreenLab

GreenLab works to transform the way green energy is produced, converted, stored and put to use. We know that the world needs a green transition if we are to successfully meet the challenges posed by climate change. And while we acknowledge and encourage the personal efforts made by individuals to be climate conscious consumers, we believe that the most effective way of creating an impact is by working at a system level.

This is why we have created a green industrial park and the surrounding local community can benefit fully from the power harnessed from sustainable energy sources. A business park of the future where nothing goes to waste and where everything is connected by an intelligent grid of energy and data. All supported by a unique public/private partnership model.

We work tenaciously to find the unexploited synergies between green energy, PtX technologies, and industrial energy use. Our dream is to inspire others all over the world to build business parks based on GreenLab's business concept.

#### Your role

With reference to GreenLab's CEO, Christopher Sorensen, your role will be to ensure the GreenLab communication strategy is effectively executed locally and globally. You are a do'er with a strong sense of how to activate partners and stakeholders with engagement in a complex world where we are building things that does not yet exist.

#### Tasks

- Implementing and further developing GreenLab's communication and marketing program
- Communications planning and ensuring effective execution and delivery with multiple partners
- Ensuring our overall message is consistent and engaging through storytelling and branding
- Communication to and activation of our partners marcomms with a shared voice
- BtB communication management
- Positioning GreenLab via positive influencing
- Making sure GreenLab is positioned in relevant media and platforms

## Qualifications

You have a proven track-record with min. 5 years of professional experience implementing communication strategies. You may have a master in marketing or communication and experience from a marketing agency or a global marketing department working with communication projects. Experience from the energy sector or with circular economy will be considered a benefit and we are seeking for a person with the following competencies:

- Excellent written and oral communication skills – Danish and English
- Strong planner and executer who gets things done
- Data-driven approach to communication strategy
- Enthusiastic stakeholder management with influential skills
- Self-driven and inspirational personality

## Work location

Skive/Aarhus. Our green industrial park is located north of Skive and we also have office facilities at Incuba, Navitas in Aarhus. Flexibility is key and it will be possible to work remotely when suitable.

## How to apply

At GreenLab we strive to hire people who are purpose-driven, we favor autonomy and we work closely together as a team. We believe in a flat organisation and that everyone plays an important role on our journey towards creating a power shift.

**Application:** Send your your CV with a cover letter telling us why and how you are purpose-driven towards a greener future, and how you want to contribute to creating a power shift with GreenLab

**Apply here:** <https://www.jobindex.dk/jobannonce/373563/marketing-communications-leader>

**Deadline:** We will take applications until the suitable candidate is found

**Start:** January - March 2021 by mutual agreement

**Questions:** Contact external consultant Kirsten Nielsen [kirsten@relationshub.dk](mailto:kirsten@relationshub.dk) or +45 6131 2403