

## Marketing Manager

- for global software scaleup company

*At GateHouse Maritime, we are looking for an experienced and dynamic marketing manager for a highly scalable business with ambitious growth plans.*

GateHouse Maritime is operating in a niche market with a unique product. We have a second to-none value-offering with an immense potential for high growth. By providing impactful, real-time, and critical data for our clients, we help them to make better data-driven decisions.

This will be an exciting opportunity for your future career – to implement marketing driven sales, and at the same time be part of our journey to disrupt an entire niche within the maritime supply chain industry. Marketing is a key element of our future plans, and you will have a unique opportunity to build and grow our marketing setup.

### **Your responsibilities**

We expect you to take full ownership and responsibility of executing marketing initiatives to drive revenue, increase market share, and make the Gatehouse brand and data offerings relevant and attractive to various customer segments.

You know how we can grow revenue through marketing automation and lead generation, and you will be driving these initiatives with help from our group marketing function and external vendors:

- Initiate and drive lead generation campaigns
  - o Webinars, Google Ads, LinkedIn campaigns etc
  - o Content for website, blog and company LinkedIn page
  - o Sales presentations
  - o SEO

You can execute a global communications strategy that presents a compelling and attractive message to our customers. It must come naturally to you to measure the outcome of activities and campaigns and based on these facts adjust our marketing activities if necessary.

### **Your profile:**

Your education background is within Marketing, and you have 10+ years of experience in a similar role, with a proven track record. It is essential that you know how to communicate in a global B2B market for SaaS/DaaS services.

Competence-wise we are looking for generalist candidates with a mix of competences within content creation, graphical design and digital marketing.

As a person, you are proactive and outgoing and know how to relate and communicate with customers. You work in a well-structured way and have a deep desire to succeed. You like to work in an international environment with engaging decision makers.

## Application

Should you have questions about the position, please do not hesitate to call HR Director Claus Svendsen at +45 7020 1909.

We look forward to receiving your application and CV [here](#)

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## About GateHouse:

*GateHouse Maritime is a leader in Ocean Visibility solutions.*

*We help global maritime service providers, cargo owners and logistic companies with transparent and accurate location data and predictions, cargo transport status, and offshore asset protection and surveillance.*

*Our powerful maritime data foundation consists of 354 billion datapoints and +30 analysis and predictive models used for data-driven decisions by maritime operators worldwide.*

*GateHouse Maritime is a subsidiary of GateHouse Holding, founded in 1992 and headquartered in Denmark, and which also holds the subsidiaries GateHouse SatCom and GateHouse Igniter.*

Read more: [www.gatehouse.com](http://www.gatehouse.com)