



Transforming Leaders From Within.

You

- ☛ Are available to start right away
- ☛ Are inspired by a grand vision that is worth pursuing
- ☛ Want to be home-based, yet work with people from around the world
- ☛ Thrive as an intrapreneur by taking ownership and finding solutions
- ☛ Value fun, fulfillment and personal learning over money?

We may have the right opportunity for you:

Digital Marketing Freelancer

(part-time or full-time for 6 months)

GAIA Insights is a boutique firm providing customized leadership development solutions for global players in various industries. Since 2012, we have partnered with our clients to design and deliver premium programs around the world that are highly personalized and produce sustained results. We are a Certified B Corporation® that believes in People Using Business as a Force for Good™. The Digital Marketing Manager role is a crucial member of our MarComs team that helps our business thrive. While this is initially a temporary part-time engagement, it may lead to permanent employment over time. Job sharing is conceivable.

We

- ☛ Aim for nothing less than to make the world a better place
- ☛ Live our values of Integrity, Courage, Positivity and Passion every day
- ☛ Promise our clients Commitment, Excellence, Collaboration and Sustainability
- ☛ Hire for character, commitment and competence plus team fit
- ☛ Are an equal opportunity employer who fosters diversity and inclusion in the workplace.

If this sounds appealing, please read on...

You will enjoy this role if you like to...

- Plan, create and manage digital marketing content (texts, podcasts, videos, animations, imagery) to appeal to a B2B (primary) and B2C (secondary) audience
- Manage digital marketing platforms and work closely with an external media agency for campaign execution
- Align and collaborate with team members and partners who contribute to content creation
- Support our in-house brand designer with design tasks online and offline such as the creation of newsletters, product sheets or similar, based on existing templates
- Communicate effectively with internal and external stakeholders by using a vast variety of digital tools and channels on a day-to-day basis
- Attend regular calls with other GAIA Insights team members and other stakeholders as necessary, occasional face-to-face meetings might occur
- Work with a diverse global team of hard-working enthusiasts
- Work remotely and flexible hours.

You are the right person if you meet these criteria:

- Resonate with the vision, values and business ethics of GAIA Insights and you want to express this in your work
- Consider yourself a 'Digital Native' and are comfortable using various Social Media platforms
- Approximately 5-8 years of relevant professional experience, including copywriting and graphic design
- A proven track record in using digital marketing tools for B2B and B2C audiences
- Experience in creating successful digital marketing content and campaigns across various platforms and channels
- Published track record in English, your writing style is well-worded and ready for press
- Mastery of the following applications: MailChimp and all mainstream Social Media platforms
- Good command (and willing to learn new tools as required) of Adobe Creative Suite, HTML/JS/CSS, WordPress, Excel, Outlook, Pipedrive, PowerPoint, Skype, SurveyMonkey, Trello, Word, Yammer
- Self-starter who can work independently, is reliable and willing to go the extra mile
- Driven by excellence, attention to detail and assuming responsibility
- Quick learner, flexible, perseverant, finding solutions to problems
- Highly resilient when dealing with challenges, ambiguity and a work environment that is strong on vision, continuous change and agility

GAIA Insights operates in a horizontal organizational structure. Guided by a strong vision from our founder, we have recently implemented self-managed teams. Successfully operating in this environment requires a high degree of personal maturity, accountability and self-motivation.

As we are a virtual company where everyone is home-based and works remotely, you are based in Europe and have a fully equipped home office with stable internet connection 24/7. This includes a quiet workspace to attend meetings with a professional background and free from noise or interruptions. You are able and willing to work effectively in a virtual team with different working schedules.

➔ **Please submit your CV plus links to your digital marketing work, ideally including graphic design samples, to hr@gaia-insights.com. By submitting your application, you give your consent that we may share your application material with an external expert who is helping us with the selection process.**

We look forward to hearing from you!

Our clients include: