



CONTENT CREATOR AT GROWN BIO

As Content Creator for Grown bio you are responsible for content creation and light sales work. You will help create consistent and engaging communication that attracts new packaging customers

ABOUT GROWN BIO

We are a biotech company that produces sustainable packaging made from mushrooms and agricultural waste, called Mycelium Packaging. Our North Star is to free Europe from plastic Foam. And our mission is to create Mycelium Packaging factories in in Europe to make that happen. Founded in 2018 by Jan Berbee & Arthur Moree, Grown bio started in a garage, and has turned into a small mycelium production plant in Heerewaarden (NL). We are currently preparing for a much larger factory in the east part of the Netherlands (location unknown yet) where we aim to serve mainly German customers.



Packaging we have grown for Moro





THE ROLE

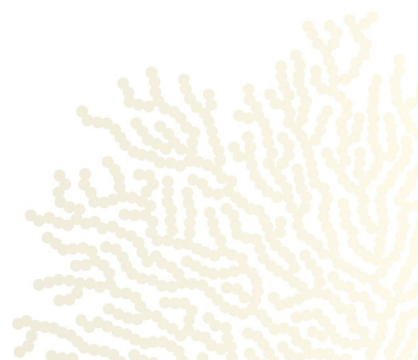
As Marketing & Sales Coordinator, you are responsible for creating engaging content that attracts new packaging customers and moves them through the marketing funnel. Content covers both text, photos and video, and a defined house style is available. Together with our Sales Manager and External Marketing Consultant, you create our content strategy and implement it across our channels.



Packaging we have grown for Brötje heaters

YOUR CHALLENGE

- Help create a communication calendar, covering social media posts (Instagram and Linked In)
- Writing newsletters and lead nurture emails
- Writing blog posts
- Editing our website and landing pages
- Managing and creating content for LinkedIn
- Answering questions from packaging customers
- Helping shape our overall communication strategy
- Creating the visuals that are an indispensable part of our content





WHAT WE OFFER

- Besides the normal topics like salary and travel expenses:
- Remote work (+ 1 day per month in our factory)
- Travel expenses reimbursed
- 20-24 hours per week
- Participation in shaping company's overall marketing strategy and efforts
- The opportunity to learn and develop a wide range of marketing skills
- A chance to work in a sustainable industry that can truly make a change

WHAT YOU BRING WITH YOU

- Fluent in German and English
- At least a Bachelor in Marketing or Communication
- Although we are ready to take you by the hand and let you grow in marketing, a strong interest in B2B marketing is important, and some work experience is a nice-to-have
- Living around Utrecht, Rotterdam, Zwolle, s'-Hertogenbosch, Amersfoort (we would like you to join us at our factory in Heerewaarden 1x per month)
- Good writing skills to bring the important message in words
- Creative thinker, to also bring our message in visuals
- Enthusiasm for sustainability, and happy to tell the story in front of the camera
- Initiative and independence
- Experience with image processing tools like Canva, Photoshop
- A strong heartbeat for a more sustainable planet

READY TO FIND OUT MORE? SEND YOUR CV TO JAN@GROWN.BIO

The Sustainable Development Goals are our North Star

 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE We assist our customers in growing their business sustainably. Meanwhile, we continue to innovate to improve the quality of our products and test the use of more local waste streams.	 12 RESPONSIBLE CONSUMPTION AND PRODUCTION We create fully circular products: harvesting agricultural waste streams as input, using reuse/ repurpose principles in our designs, and closing the loop by returning our products as compost to nature.
 13 CLIMATE ACTION We continuously challenge ourselves to improve our production processes and logistics infrastructure to minimize our (carbon) footprint, to create a healthier and more sustainable planet.	 15 LIFE ON LAND We are part of the solution to tackle the agricultural "waste" problem, as this stream is valuable input for our products. Thereby, we prevent it from going to landfill or incineration.