



## **Fairpicture is hiring a Marketing & Growth Co-Lead (60–80%)**

Do you care about stories that drive social change and want to grow something that matters?

You're the kind of person who sees a story where others see a form. Who can turn a dry consent clause into a visual post that makes people care—and click. You move fast, test ideas, adjust on the fly. You're not afraid to try something bold, whether it's launching a new campaign in a short notice or reframing a complex topic into a powerful narrative.

At Fairpicture, that's exactly what we need. We're an impact startup making ethical visuals the norm—working with 250+ visual creators across the Global South, and helping NGOs, international organizations, and ethical brands tell stories that respect and represent. In 2024, we launched the FairConsent App, a new tool for ethical, legally sound consent. It's already a key pillar of our growth—and we want you to help us tell that story in ways that matter.

We're looking for a hands-on Marketing & Growth Co-Lead to elevate our marketing efforts across paid and organic channels, content, partnerships, and analytics.

### **What you'll do**

#### Campaigns, Growth & Iteration

- Launch marketing campaigns with compelling copy, strong design, and clear CTAs
- Build effective landing pages and run A/B tests to improve conversion
- Run and optimize LinkedIn (our core B2B channel), Google, and Meta ad campaigns
- Continuously test, learn, and iterate—quickly and with intention

#### Analytics and Tools

- Track campaign performance using GA4, HubSpot, and native ad tools
- Set up dashboards and share actionable insights with the team
- Automate and streamline marketing workflows where helpful

#### Storytelling & Content Creation

- Shape ideas into content people actually want to read, watch, and share
- Write blog posts, social content, newsletters, reports, and more
- Create short videos and social visuals that bring our mission to life
- Co-develop downloads like templates, case studies, and whitepapers
- Plan and market events like Fairtalk, and amplify community conversations

## Strategy and Growth

- Co-develop and execute our marketing strategy (awareness, engagement, conversion)
- Manage and optimize key channels: website, LinkedIn, email, search
- Track results, analyze insights, and improve continuously based on data

## Collaboration and Ownership

- Work closely with Sales, Product, and Ops to align messaging and priorities
- Manage freelancers or designers when external help is needed
- Explore partnerships and co-marketing opportunities to expand reach

## What you bring

- **5+ years in growth marketing**—owning content, analytics, funnel optimisation, and marketing-automation workflows
- **Strong storyteller with full-funnel content creation skills:** comfortable producing on-brand copy—from short-form ads and email drips to longer assets like case studies and product pages—to support every stage of the buyer journey
- **Proven record of scaling paid programs** on LinkedIn, Google Ads, and Meta, using data to iterate quickly and improve ROI
- **A sharp design eye**—can craft visually effective ads, pages, and assets
- **Run A/B tests, analyse results, and optimise campaigns** using GA4, HubSpot, and custom dashboards—set up attribution models and build automated nurture flows
- **Analytical mindset:** you translate metrics into clear hypotheses, run disciplined experiments, and turn insights into action
- **Startup / scale-up DNA:** you thrive in fast-moving, resource-light environments and collaborate naturally with product, sales, and business development
- **Self-starting and iterative:** you seek feedback early, communicate openly, and continually push for better results
- Fluent English

## What we offer

- The opportunity to work on something meaningful that drives real change
- A global, remote-first team with regular in-person gatherings
- Flexible hours and a collaborative, ownership-driven culture
- Transparent and fair compensation, based on the Swiss median salary and adjusted to your local cost of living



**Location:** Fully remote, hybrid, or from our office in Bern, Switzerland

**Weekly hours:** 24–32 (60–80%)

**To apply:**

Send your CV (and anything else you'd like us to see) to [jobs@fairpicture.org](mailto:jobs@fairpicture.org) as soon as possible and latest by **August 31, 2025**. For more information, reach out to Noah Arnold, [noah@fairpicture.org](mailto:noah@fairpicture.org).

We are committed to building a diverse and inclusive team. Applications from women and people of color are especially encouraged.