

Position for Outreach Manager (full-time, f/m/x)

Planblue is a diverse team of visionary entrepreneurs and engineers whose mission is to protect, explore and reveal the unknown 95% of our ocean by using cutting edge technology. We have developed our planblue technology which consists of AI backed software coupled with an underwater camera system and allows automated systematic monitoring of seafloors (e.g., coral reefs, lakes, oceanic shelves), providing geo-referenced maps. The maps can be used for various applications, for underwater constructions (e.g. off-shore wind), but also aid in reducing the ecologic and economic impact of e.g. climate change or plastic waste in the ocean.

Our team currently goes through an exciting time. For us, new ideas and thinking outside of the box are highly valuable, as they have led to our recent successes. We all have different fields of expertise and responsibilities, but still strongly believe in teamwork to reach our overall goals. Bremen, where we are located, is a hotspot for state-of-the-art underwater technologies and offers a great lifestyle.

To grow planblue further, we are looking for a full-time **Outreach Manager**:

Your responsibilities will include:

- Create and curate sharable content, with a focus on how our technology can be used to tackle present-day challenges (e.g., climate change, plastic seafloor pollution, underwater construction efforts), incl. press releases and blog posts
- Oversee planblue's digital media efforts, including website, Twitter, Instagram, Facebook and LinkedIn
- Develop and implement an integrated strategic communications plan to advance our brand identity, broaden awareness of our technology, and increase visibility across (international) stakeholders
- Develop and implement PR strategies, including (social) media outreach and press releases
- Act as "brand ambassador", and maintain brand consistency across all media platforms
- Prepare photography and other media for publication and maintain digital media library
- Manage merchandise program including design, orders, promotion and inventory
- Assist with (international) outreach events
- Develop and implement social networking strategies, develop content, and monitor and respond to inquiries
- Monitor social media analytics
- Continuously update the planblue website
- Grow outreach activities according to the growth of the company

Qualifications we are looking for:

- Fluent in English with excellent (proven) English writing skills (native English-speaking preferred)
- Experienced with developing strategic communication and PR plans
- Experienced with Twitter, Instagram, Facebook and LinkedIn
- Know how to analyse and monitor social media analytics
- You have a flexible mind, enjoy challenging the team and yourself, are not afraid to give and receive feedback and know how to prioritize
- Have affinity for the ocean (diving certification is appreciated, but not necessary)

What we offer:

- Apply your outreach mindset to help our oceans
- A bright office between Unisee and Mensa with free coffee, drinks, organic fruits, a shower and music
- Flexible working and home office hours

- Free diving courses, a lot of diving gear and business trips to diving spots
- Access to multiple fitness, yoga and other sports studios (Hansefit)
- Attending in workshops, conferences and international research projects
- Be part of a international entrepreneurial group of people who strive for diversity and love input from all team members

Does this sound interesting to you?

We look forward to receiving your motivation letter, CV and/or other information you might find relevant. Apply at <https://planblue.join.com/jobs/1442205-outreach-manager>.