Sulitest.org
Mainstreaming Sustainability Literacy

Marketing & Communication Officer

We are a growing organization, providing universities with online tools to measure and improve sustainability knowledge among their students. Our vision is to mainstream sustainability knowledge worldwide. Our flagship tool, TASK™ (The Assessment of Sustainability Knowledge) is the first internationally recognized certificate on sustainability knowledge (the equivalent of the TOEIC for sustainability). As of today, 100 higher education institutions use TASK™ and over 100,000 students have completed the assessment.

The Sulitest movement is strongly supported by major national and international NGOs and organizations (i.e. the United Nations and the Higher Education Sustainability Initiative (HESI)) and has raised 1.5M€+ in 2022.

We are looking for a Marketing & Communications Officer to support the development of our marketing sales activities and deploy TASK™ within Higher Education Institutions worldwide.

Responsibilities

As part of the Sales & Marketing team, you will help us bring this vision to life by helping our message reach and influence more people. Your main mission is to increase the visibility of our expertise and brand within the Higher Education ecosystem. In other words, your responsibilities include:

- **Content Creation and Social Media Management (40%)**:
  - Create and curate engaging content and communication assets (text, image, video, blog articles, press materials, pitch deck improvement, manage the editorial calendar, etc.)
  - Plan and execute marketing campaigns around Sulitest's activities (participation in events, webinars…)

- **Inbound Marketing (30%):**
  - Execute content strategy, including blog writing, case studies writing and SEO optimization
  - Ensure good tracking of our communication materials (UTM…)
  - Continuous Improvement of our conversion rate through website optimization

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- **Community Engagement (20%):**
  - Collaborate with the sales team to engage and nurture prospects, clients and partners
  - Collaborate with our partners and clients to plan and execute communication campaigns

- **Analytics and Continuous Improvement (10%):**
  - Track, analyse and utilize key performance indicators (KPIs) for social media, website, medias community and content marketing initiatives for continuous improvement

About you

Requirements

- You have at least 2 years of experience in digital marketing, with a focus on social media management, email marketing, and website optimization for B2B.
- You have a good understanding of social media platforms (LinkedIn), best practices for engagement and growth, as well as SEO techniques
- You have excellent writing and editing skills, crafting compelling content tailored to different audiences and channels
- You have a keen eye for design, creating eye-catching visuals
- You are proactive and capable of working autonomously, while also thriving working with a team
- You are resourceful, solution-oriented and eager to learn
- You are fluent in English and French (other languages are always a bonus)

Desired

- You have experience using Webflow, SEO tools, Canva, Hubspot and Adobe InDesign
- You have a keen interest in sustainability and ecological and social transition issues
- You want to discover the higher education sector

Conditions

- *Contrat à Durée Déterminée (CDD)* - fixed-term contract for 12 months with the possibility of renewal (freelance possible)
- Time commitment: part-time (around 20 hours/week - 3 days / week)
- Salary: 38K€ gross annual (on a full-time basis)

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- Deadline for applications: **November 6th**. We are reviewing applications on a rolling basis, so we encourage you to apply as soon as possible
- Starting date: **January 2026**
- Location: We have one office in Paris (near the Cour Saint Emilion) and another in Marseille (in the "Parc National des Calanques" in Luminy). We prefer hybrid working (some days in-office, some days at home), although remote working may be considered dependant on the profile.

Why join us?

We are a small, dedicated, international and fun team who share a bold vision and truly value trust and cooperation.
At Sulitest, you will be given space to explore, contribute and grow! You will often wear different hats, either because the team needs them or because you would like to try a different style. New ideas are very welcome, and if you are proactive and eager to learn, Sulitest is a great place for you.

To apply

Email team@sulitest.org with the subject line "Marketing & Communications Officer – Full name" by November 15th. Include in the body of the email your cover letter or motivation statement and attach your CV. Applications failing to meet these conditions will not be considered.