

Marketing Specialist

Deadline:
04-11-2025

Contact data:
Charlotte Lærke Backmann

Location:
DK - Esbjerg

Are you ready to play a pivotal role in executing our marketing strategies within the energy sector? At Semco Maritime, we are seeking a skilled and motivated Marketing Specialist who is passionate about bringing strategic visions to life through effective marketing execution.

Your Position

As the Marketing Specialist for our Renewables division, you will help turn our marketing strategy to action by effectively translating the objectives of our renewables division into targeted, results-driven initiatives. Collaborating with divisional leaders and stakeholders, you will ensure that these initiatives align and support Semco Maritime's strategic business objectives while strengthening our reputation as a leader in sustainable energy solutions.

Your place of work will be at our Global HQ located in Esbjerg, the hub of the Danish energy industry, right on the waterfront – views do not get any better than this. The position is full-time, and you can expect up to 10 travel days per year.

Key Responsibilities

- Collaborate with divisional stakeholders to develop and execute annual marketing and communication plans that align with the divisional objectives and Semco Maritime's overarching strategy. This includes being operational.
- Establish and maintain strong relationships with key divisional colleagues to gather insights and to ensure that marketing and communication efforts support business priorities.
- Plan and execute marketing campaigns for our Renewables division aimed at enhancing brand awareness and driving customer engagement.
- Coordinate with internal stakeholders and external agencies to ensure the effective execution of marketing and communication plans.
- Work with our Digital Specialist to analyse data and market insights, optimise campaigns, and measure their impact.
- Participate in general corporate marketing tasks
- Supporting and adhering to health, safety, and environmental standards, in all activities

Your Profile

We are looking for an experienced, outgoing and proactive Marketing Specialist, who is passionate about strategy within marketing and wants to leave their personal mark on it. You have an openminded and committed approach to your work and are eager to plan and execute our future marketing campaigns.

- Proven track record in marketing and communications with the ability to translate business strategies into clear and impactful marketing messages.
- Strong marketing project management and operational skills, capable of driving and executing on initiatives from concept to completion.
- Excellent communication skills in English and Danish, both written and verbal.
- Proficiency in Adobe Creative Suite and Microsoft Office.
- A degree in marketing, communications, or a related field is preferred. Experience in a B2B environment is a strong advantage.

Welcome to Semco Maritime

At Semco Maritime, we create change. For people. For projects. And for the global energy sector. With us, you will join a community of over 2,300 of the most dedicated thinkers and doers in the energy industry who are driving real change and making their own personal mark on the global energy landscape.

While everyone knows *why* the energy transition is vital, we are concerned with the journey. *How* to get there. By providing the answers needed to make change real. Because we believe that global energy ambitions can only be realized through hard work and clever pragmatic solutions. This is what we do. This is what we invite you to participate in.

Safety is at the core of everything we do, and we are committed to protecting our people, partners, and the planet as we work towards a sustainable energy future.

So yes, working for us will change the energy sector – and may well change you too.

Care to join the movement?

Change. With us.