



# STX

VACANCY

# Global Head of Marketing

## Requirements

- Over 8 years of work experience in Marketing and Communications
- Background in B2B or professional services
- People management
- Analytical
- Customer-centric
- Entrepreneurial

 Amsterdam  Minimum of 8 years experience





**STX Group is a market maker in environmental commodities (e.g., carbon credits, biofuels, and renewables) and only trades in products that contribute to reducing CO2 emissions. The Global Head of Marketing of the B2B scaleup will own the marketing strategy, creating a brand that centers around reliability and thought leadership.**



## STX Group

Urged on by regulations, shareholders, and corporate responsibility standards, companies today are constantly trying to reduce their carbon footprint. Market maker STX supports these businesses in their pursuit by trading a wide variety of renewable energy products such as renewables, biofuels, and carbon credits. In doing so, the company invigorates the environmental commodities market's liquidity, transparency, and availability. STX believes this makes a little – but essential – contribution to the decarbonization of the global economy.

As a specialist trader in environmental commodities, STX does not build wind farms, operate solar parks, or execute large energy reduction projects. But with its everyday work, the company strengthens the reliability and professionalism of these markets, increasing the confidence in sustainable investments. That is how STX has helped build trust in renewables markets, stimulating the transition away from pollution and the depletion of natural resources.

**“We accept that society cannot completely eliminate its environmental impact on the spot. However, we believe that in 2050 – through the mechanism of tradable environmental commodities – consumption will be more informed, pollution reduced, and the world more sustainable.”** Tim van der Noordt, CEO



STX is a global company headquartered in Amsterdam with offices in New York, Singapore, Lyon, and Stockholm. The scaleup currently employs over three hundred bright minds and expects to triple that number within the next few years. So far, the scaleup has been operating mainly under the radar. Part of its ambitious growth strategy is to strengthen its positioning as a reliable market maker and thought leader in environmental commodities.





# Global Head of Marketing

**The Global Head of Marketing will own STX's positioning in the market. They will define, implement, and lead the company's marketing and branding strategy, which should revolve around reliability and thought leadership. The Global Head of Marketing will get the chance to build and manage a brand-new team and coordinate the involvement of external agencies. They will report to the COO and work closely with the global leadership team.**

In their strategy development, the Global Head of Marketing can leverage STX's new brand identity. They will be responsible for building on that by creating consistent and attractive messaging that leaves a lasting impression of what the company does and stands for with all its (potential) B2B clients and partners. The Global Head of Marketing will design a comprehensive marketing approach detailing which outings, where, and how will be most effective.

The priority for the Global Head of Marketing will be to determine what they need to successfully build STX's brand in terms of team and resources. They will create, grow, and retain a marketing team, guiding their day-to-day activities, and involve agencies where necessary. The Global Head of Marketing will also collaborate with teams across the organization to build brand awareness internally and ensure the new marketing, communications, and branding activities are shared and known throughout the business.



The position’s main challenge will be to combine high-level strategy with hands-on execution. The Global Head of Marketing will be responsible for crafting a marketing approach a few years out while simultaneously delivering inspiring content. This will require them to balance short-term actions and troubleshooting with taking a step back to optimize the big picture. By doing so, the Global Head of Marketing will get the opportunity to contribute to the future success of a fast-growing international finance organization with a strong environmental signature. ■



**Interested?** STX Group is working with Top of Minds to fill this vacancy. To express your interest, please contact Jessica Lim at [jessica.lim@topofminds.com](mailto:jessica.lim@topofminds.com).



**“We are looking for a Global Head of Marketing who has the intellectual curiosity to really want to comprehend how our complex business model works. Full understanding is the only way to get to truthful, inspiring, and strong marketing messages.”**

Martin Straver, COO