



Maykers®

VACANCY

Head of Marketing

Requirements

- University degree in business administration or related field
- Over 10 years' experience
- In marketing (online and/or offline)
- B2B
- With a marketplace
- Stakeholder management
- At a start-up/scale-up

📍 Utrecht 📁 Minimum of 10 years experience



Start-up Maykers is the online marketplace for the agricultural industry and growing fast. The Head of Marketing is key to this growth, setting up and implementing digital marketing and developing go-to-market strategies for further international expansion. This exciting opportunity is ideal for a seasoned B2B marketer with a strong entrepreneurial attitude.





ABOUT THE COMPANY

Maykers

Maykers is an online marketplace that connects farmers and their partners to make the business of farming more successful. In today's world, the business of farming is complex. Farmers must be smart and resilient to stay profitable. Empowered by more than a hundred years of agriculture experience, Maykers' mission is to make farming simpler and more valuable by building connections across the entire agriculture ecosystem. The platform is a one-stop shop that makes selling, finding, and buying professional products based on fair prices and clear conditions easy, time-efficient, and transparent. This allows farmers to focus on optimizing their business.

The Maykers' trading platform encourages farming partners (dealers) to bring their own distributors and suppliers. Every month, new products and suppliers are added. Apart from facilitating a farmer's success, Maykers is supporting dealers and suppliers in digitizing their business models. In addition, for existing retailers, the marketplace offers an exclusive shop-in-shop that provides direct access to thousands of farmers.





“These are exciting times for Maykers: we’re challenging the status quo in a very traditional market.”

Alexander Ketelaar, Co-founder & Managing Director

Maykers is a start-up and also part of the Kramp Group, Europe’s largest specialist in spare parts and accessories for the agricultural industry. Backed by this large corporate, Maykers benefits from the necessary budget and sector expertise, while working on a stand-alone basis. This structure does require broad stakeholder management.

The company’s head office is based in Utrecht, the Netherlands, and the organization is growing fast.





VACANCY

Head of Marketing

The Head of Marketing lays the foundations for Maykers' growth. This means setting up digital as well as traditional marketing, so an understanding of both is essential. On the demand side (the farmers), this role focuses on generating traffic, improving conversion, and driving digital acquisition. On the supply side (the sellers), the Head of Marketing supports the Business Development team on creating awareness and attraction while building the toolkit that allows sellers to conduct more successful e-commerce on the Maykers marketplace.

In addition, the Head of Marketing develops the go-to-market strategies for Maykers' further international expansion. The company is aiming to enter several new countries this year and next year. As a result, the Head of Marketing manages a growing, global team. Each country will have one or two marketers, that all report to this role by a dotted line. Moreover, centrally, Maykers is building its core expertise in user insights, performance marketing, and content marketing. The team already has a seller marketing specialist and two performance marketers while collaborating with consulting firms and media agencies. The team of the Head of Marketing is expected to grow significantly by next year. As the organization grows, interaction with Kramp stakeholders may increase, specifically with the Board of Directors and Board of Advisors. These developments require strong team management skills and natural authority. The Head of Marketing reports directly to the two co-founders.



Given the growth phase of the company, the Head of Marketing will face some uncharted territory. This role is ideal for someone who does not need fixed structures and offers plenty of space to take initiative and approach value proposition development and new market entry as seen fit. Not only is the company growing fast: the industry is going through a digital transformation and the Head of Marketing is a driving force in this shift. Therefore, a passion for digital marketing and the eagerness to convey this to Maykers' partners is key.

This is an exciting opportunity for a seasoned B2B marketer with marketplace experience to roll up the sleeves, take an industry revolutionizing start-up to the next level, and advance the agribusiness ecosystem in its digital transformation. ■



Interested? Maykers has appointed Top of Minds to fill this vacancy. To express your interest, please contact Jessica Lim at Jessica.Lim@topofminds.com.



“Since we are an early-stage company, the Head of Marketing has the freedom to really shape our value propositions and country roll-out plans as they see fit.”

Jerome Hermans, Co-founder & Managing Director