



AENU is looking for a

## **Impact Marketing & Communications Manager (m/f/d)**

### **About us**

AENU stands for a new era of impact venture capitalism with value-additive capital for tech entrepreneurs who solve the climate crisis and advance social equality. We are an Article 9 SFDR fund that invests in technologies that have the potential to annually reduce 100Mt CO<sub>2</sub>e at scale. Our team is united by the ambition to drive systemic change in venture capital towards impact, accessibility and stakeholder-alignment.

### **Why join AENU?**

We are at a critical time in our history. Climate change has become the biggest threat to our planet and future generations. Social injustice and inequality are increasing. With the founder-led climate impact VC fund AENU, we are looking to create a sizable and measurable positive impact on the planet and society, turning the challenges we are facing into an opportunity to create a better future.

We are looking for a Marketing / Communications Rockstar who is driven by creating a positive impact and seeking for a purpose driven job with high responsibility in a flexible, international, and welcoming work environment. This future team member has previous experience in the marketing & communications world and brings a profound understanding of how to make our brand shine and get the word out to our diverse stakeholders, and who wants to support our mission and make a difference!

### **Your Responsibilities**

- End-to-end ownership of AENU marketing & communications strategy and its delivery across different channels (incl. website, social media, newsletter, events, etc)
- Content creation including text (i.e. founder interviews and blog posts) and visuals (i.e. infographics), may be partially outsourced to editors
- Supporting portfolio companies in setting up and improving their PR & Marketing activities, e.g. by sharing best practices
- Establishing and owning relationships with relevant media outlets and opinion leaders
- Planning and executing events (i.e. networking dinners, annual AENU Summit, and supporting investment team members with conference preparation)
- Basic market analysis and research, including benchmarking and competitor analysis
- Collaborating with marketing & communications managers across different stakeholder groups (incl. other VC funds, academia, NGOs, media, etc.) for joint projects and events
- Optional: Opportunity to take over responsibility for some of our portfolio platform services, such as the management of our community, knowledge hub or expert partner network

### **Qualifications & profile**

- Relevant work experience in a marketing, communications or public relations role
- Ideally a university degree in Marketing, Journalism, Communications or Public Relations
- Strong understanding of professional social media and newsletter marketing
- Ability to communicate in different styles to different stakeholders across formats (i.e. long-form texts, social media posts, blog posts, interviews, etc.) and excellent writing skills
- Ideally an ability to research scientific topics to develop and create content that resonates with a scientifically inclined audience
- Mission alignment on impact and sustainability, as evidenced in personal behavior and past decision-making
- Strong MS Word and PowerPoint skills, at least basic skills in WordPress (AENU website), ideally also at least basic skills in Adobe Photoshop, Illustrator, Canva, and MailChimp
- Full professional proficiency in English is a must, plus at least fluent in German
- Organizational and project management talent with quick learning and hands-on ability
- Ideally, a network within & affinity for the venture capitalist/startup/sustainability scene
- Independent, solution-oriented thinker and worker, team player with an entrepreneurial, creative problem-solving and self-starter mindset
- Excellent and empathic communicator (written and verbal) with strong people skills and a service-oriented, positive mindset
- Strong ability to work and prioritize effectively in a fast-paced environment and manage many tasks and projects in parallel

### **Your package benefits**

- Competitive salary plus carried interest participation
- Possibility to work from our Berlin office or partially from home
- Option to spend several weeks p.a. working from remote locations (“workation”)
- Attractive perks-package including mobility, health, and professional development-budget
- Opportunity to work with an amazing mission-driven team, striving to create a sizable impact for the planet and society, drive positive change in the VC & tech community
- Access to a wide and empowering network in the startup, venture and impact / sustainability ecosystem
- The opportunity to embark on a new adventure with great possibilities to develop and shape your own tasks, projects, and outcomes

### **Equal opportunity employment**

AENU is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees

### **Further information:**



**Location:** Berlin and home office / remote work options, work permission in Germany necessary

**Contact:** [join@aenu.com](mailto:join@aenu.com)

**Job type:** full-time or part-time (min. 60 %), starting asap but no later than May 2024

**Your application:** CV and cover letter (incomplete applications will not be considered)