



Job description
Senior Marketing Manager - Climate jobs

Organization: makesense Asia
Location: Manila, Philippines (70% remote)
Job Type: Full-time
Contract Duration: One year (renewable)
Start Date: January 2024

Jobs_that_makesense Asia

JTMS is an innovative platform developed by the international organization makesense, dedicated to advancing the sustainability transition in Southeast Asia by connecting individuals with impact-driven job opportunities. Our mission is to empower people to thrive professionally while contributing to a just and equitable future.

Launched in France in 2014, JTMS quickly became the country's leading Impact job board. In 2024, we expanded into Southeast Asia, now serving over 17,000 monthly job seekers and supporting more than 1,000 impact employers.

Our makesense Asia team is made up of 20 passionate impact-driven professionals, based in Manila, Jakarta, Bangkok, and Singapore. Of these, 5 are focused on the development of JTMS Asia, with support from over 15 incredible colleagues in Paris.

Benefits & Culture

- Work with an expanding, dynamic international climate team passionate about making a difference
- A flexible work environment
- A collaborative, fun and thriving results-focused team, driven by mission, living their values
- Opportunities for travel across the region and time-to-time to our headquarter in Paris, France

Role context



JTMS Asia, being a recent initiative by makesense Asia, is opening a **Senior Marketing Manager, Climate Jobs role** to lead our marketing team composed of 2 incredible talents (a Digital Marketing and Traffic Officer & a Social Media Officer) and significantly scale our climate jobs efforts in the region.

As we are still in the building phase, we're seeking someone who thrives on the challenge of creating, experimenting, and growing a team from the ground up!

Role objectives

- Increase job platform traffic by 5x by the end of 2025.
- Establish JTMS as the #1 media for green jobs in the region
- Boost the platform's visibility among the general public, particularly in the 20-35 age group.
- Increase the number of green companies on the platform and the number of applications by job seekers on the platform

jobs_that_makesense operates like a marketplace, acting as the meeting point between two audiences that share a common aspiration: the desire to make an impact and drive change. We expect you to always maintain a focus on balancing supply and demand, seamlessly shifting between B2C and B2B approaches based on the priorities and goals of each quarter!

Roles responsibilities

Market Analysis and Audience Understanding

- Deepen our understanding of the evolving audience and its long-term behaviors.
- Analyze market trends, competitors, and emerging habits to identify sectoral, geographic, and demographic development opportunities.
- Understand the needs and expectations of employers to refine messaging and enhance key touch points across the user journey.
- Stay up-to-date on industry best practices to define effective acquisition and retention strategies.

Brand Awareness & Acquisition

- Identify, implement, and optimize the most effective channels for building JTMS's brand awareness (partnerships, KOL collaborations, lead magnets, ads, events,



email campaigns, etc.) among the climate sector in Southeast Asia particularly in the Philippines, Singapore, Indonesia and Thailand that are our top countries .

- Own the entire marketing action plan and collaborate with teams (partnerships, CSM, operations) to execute across identified channels.

Content and Communication

- Collaborate with the Partnerships and Customer Success teams to create engaging and relevant content for potential employers, including case studies, blog articles, white papers, and webinars.
- Effectively communicate the platform's value proposition to target audiences.

User Acquisition

- Define and implement a 360 marketing strategy that includes SEO, SEA, CRM, social media, events, PR, and other relevant channels.
- Optimize marketing efforts for maximum ROI and alignment with our quarterly goals.
- Develop strategies to improve job posting rates from existing recruiters by identifying key moments to engage and retain them.

Product Marketing

- Design and test marketing messages for various product features.
- Create effective landing pages for different offers (job seekers, green companies, training programmes).
- Continuously improve key performance indicators for training catalogs and recruiter spaces.
- Support product teams in analyzing user conversion and engagement.
- Contribute to the development of educational, and retention-focused messaging.
- Manage the marketing backlog based on identified needs
- Actively contribute to product roadmap & strategy

Data & Reporting

- Generate and share reports with the team on acquisition and conversion metrics using tools like Google Analytics & Matomo
- Monitor the performance of marketing actions and manage detailed reporting to guide decisions.



Leadership & Coordination

- Set and track OKRs for growth and performance.
- Lead and coordinate the marketing and comms team
- Manage the marketing budget and plan for future resource needs.
- Collaborate closely with Customer Success, Partnerships, Product, and Operations teams to align efforts.
- Work hand-in-hand with the France-based marketing team and makesense Asia communications team to create synergies and amplify impact.

Skills required

Hard skills

- Minimum of 7 years of experience in marketing
Nice to have: experience with job platforms and/or B2C marketplaces
- You are a master of digital marketing tools and techniques such as:
 - SEO Tools:
 - Expertise in using tools like SEMrush, Ahrefs, or Moz for keyword research, competitor analysis, and backlink building
 - Understanding of on-page and off-page SEO best practices
 - Google Ads:
 - Proficiency in creating and managing search and video campaigns
 - Knowledge of keyword research, bidding strategies, ad targeting, and performance optimization
 - Experience with Google Analytics and Google Tag Manager
 - Meta & LinkedIn Ads:
 - Familiarity with Facebook, Instagram, and LinkedIn advertising platforms
 - Ability to create targeted ad campaigns and optimize for conversions
- In-depth knowledge of technical web marketing (ROI, traffic, partnerships)
- Branding and Communications are among your top skill sets:
 - Expertise in defining and developing a long-term, cohesive brand vision, strategy, and positioning that aligns with business goals
 - Skilled in crafting engaging and authentic narratives that build trust, foster loyalty, and emotionally connect with target audiences



- Regional knowledge: strong familiarity with digital usage trends in Southeast Asia particularly for our top 5 countries
- Hands-on experience managing campaigns and generating analytics reports
- Expertise and passion for data analysis and data management tools
- Strong market analysis skills

Soft skills

- Creativity and a keen eye for emerging trends
- Proven leadership skills (experience managing a diverse team)
- Excellent written and verbal communication skills
- Strong sense of autonomy and pragmatism

Mindset required

- You are passionate about helping the green sector thrive and are committed to making the green economy the new norm in Southeast Asia. As we said at JTMS “no more bullshit jobs, just impact jobs!”
- You're excited about creating and enhancing internal systems that will support the rapid growth of an impact-focused platform
- You're looking forward to working in a diverse team of over 15 nationalities
- You are ready to take on a leadership role and be a key face of makesense Asia
- You thrive in fast-paced environments and are unafraid of uncertainty, tackling challenges head-on with confidence
You're not afraid to test new strategies and innovate, even when working within the constraints of a limited (but efficient!) marketing budget
- You're dedicated to helping your team grow, both in their roles and in their leadership capabilities