

Job title: Digital Marketing Executive

Reporting to: Chief Marketing Officer

Location: Remote or hybrid working in Amsterdam, the Netherlands

Contract: 32 - 40 hours per week (4 - 5 days)

Our Company

Big Green Smile exists to make sustainability the norm by reshaping how people shop. We believe consumerism can and should be more sustainable and ethically focused. Our role is to make it easier for people to make better choices every day.

Founded in 2008 as a single e-commerce site, Big Green Smile now operates across the UK, Benelux, Germany and France, alongside supporting direct-to-consumer operations for other brands in the sustainability space. We aim to empower conscious consumers by showcasing high-quality sustainable products, engaging and informing customers, and continuously improving our business and supply chain to create positive social, economic and environmental impact.

Big Green Smile is an inclusive company, and we know we are stronger when every member of our team feels respected, included and heard.

Job Overview

This is a hands-on execution role focused on the end-to-end production and delivery of business-as-usual marketing communications.

The role is responsible for briefing, building and delivering email and supporting content activity within agreed briefs and priorities, rather than setting strategy.

Key Responsibilities

Email production and delivery

- Own the end-to-end execution of BAU marketing emails, from brief through to send
- Produce clear execution briefs based on agreed promotions and priorities
- Build, proof, schedule, and deploy emails in the CRM platform
- Coordinate assets, content, and approvals with relevant stakeholders
- Maintain the email calendar and delivery timelines
- Ensure all communications meet brand, legal, and best practice standards

Design and content execution

- Produce copy for emails, ensuring all copy is accurate, evidence-led, and aligned with internal guidelines on environmental claims and compliance.
- Produce basic design work when design resource is unavailable
- Edit and adapt assets across email, social, and website formats

- Ensure visual consistency with Big Green Smile brand guidelines

Content and channel support

- Produce and schedule organic social media content
- Respond to comments and basic customer queries in line with guidelines
- Update website and blog content via CMS as required
- Support partner and white-label brand communications
- Support affiliate and influencer activity in collaboration with the CMO.

Performance and optimisation

- Monitor email and content performance
- Suggest incremental improvements based on results
- Maintain accurate records of activity and outcomes

This job description is not exhaustive and may be adjusted to meet business needs.

Skills and Experience

- Experience in a high-volume, executorial marketing role
- Demonstrated ability to independently design and adapt digital assets as part of day-to-day delivery
- Experience working in e-commerce
- Strong attention to detail and delivery accuracy
- Ability to manage multiple deadlines and prioritise effectively
- Confident written native-level English, with copywriting experience
- Detail-oriented, delivery-focused, and comfortable working to briefs
- Confident using CRM, CMS, and design tools
- A strong interest in digital marketing and how content, email, and channels drive customer behaviour
- Genuine interest in sustainable living and working for a purpose-led retail brand, with curiosity about customer and consumer behaviours.

Skills and Experience (Desirable)

- Experience working in or with sustainability-led brands.

Why you'll want to work here

Real ownership and responsibility

We're a small, fast-moving business, which means you'll have clear ownership of your work and see the impact of what you deliver quickly. This is a role for someone who enjoys doing, not just planning.

Purpose-led, without the fluff



Sustainability is core to what we do, but we're practical about it. You'll be working on everyday products customers buy, helping them make more informed choices across laundry, cleaning, beauty, baby and personal care.

Flexible working that fits real life

We're set up for flexibility because we trust people to do their best work when they can balance life and work properly. The role can be based in the UK or hybrid in Amsterdam.

Development opportunities

We've expanded rapidly in the last few years, growing from a micro-business to a leading eco-retailer in Western Europe. Our team has grown and developed with us. New opportunities are created all the time, so we'll nurture your talent and help you to progress with us.

A friendly, supportive team

We're a small team across the UK, the Netherlands, & Belgium, with a positive, supportive working environment and plenty of ownership.

Benefits

- Flexible working hours
- Birthday day off
- Annual volunteering day off
- Generous staff discount
- Working in a B Corp-certified business committed to continuous improvement

How to apply

Please apply by emailing vacancies@biggreensmile.com with your CV and a short note on:

1. your experience producing high-volume BAU emails
2. examples of digital assets you've designed or adapted independently (a portfolio link or 3-5 examples is ideal), and
3. your salary expectations & notice period.

Questions before applying?

Feel free to reach out by emailing vacancies@biggreensmile.com if you'd like to clarify anything about the role.