



Role: Sales & Marketing Executive
Salary: £21,000 - £23,500 per annum

Our mission is to accelerate industrial decarbonisation and we are hiring - are you our next content superstar?

Location: Home-working with weekly team meet ups in London

Your Experience: Entry level role but experience with phone sales and/or marketing is desired.

About Us:

Decarb Connect is a global initiative that supports hard-to-abate sectors to decarbonise. Launched in January 2020, we are a growing start-up with an experienced team bringing expertise in network-building, content creation, in person/virtual experiences and data products.

Our focus is on sectors including cement, metals, refining, chemicals, glass and ceramics – all of which face significant challenges if they are to decarbonise and meet their net-zero goals. We support leaders in these sectors tasked with decarbonisation via a private members network, live and virtual events, reports, webinars and a podcast series.

The business growth in the past 3 years has been phenomenal and we're on a mission to keep this going and support those driving decarbonisation to make a difference. Our mission is our priority, but we are a for-profit, commercial organisation.

Sales & Marketing Executive: The Role

The Sales & Marketing Executive has two key objectives; to develop brand awareness and drive revenue across all Decarb Connect products. This includes but is not limited to the Decarbonisation Leaders Network, events, webinars, podcast and industry reports.

The role requires a keen interest in marketing, client contact and branding strategies in a start-up business, with combined enthusiasm for driving business growth. You must have a commercial mindset and excellent communication skills. In a start-up, virtual environment you need to be a self-starter and employ a proactive approach to every task.

Our Values:

- Entrepreneurial
- Commercial
- Solution finder
- A* execution
- Learning
- Collaboration
- Accountability
- Organised



- Autonomous
- Resourceful

Role responsibilities

Audience Acquisition, Management & Feedback – Lead management, prospecting new leads for paid or guest opportunities. Closing leads and collating feedback to inform future strategies (price, location, job title, company type, industry sector, speakers, topics etc.

Website Management & Optimisation – Support with keeping the website up-to-date with the latest podcast episodes, speaker headshots, pdfs etc and ensuring search engine optimization through metadata tagging and file size management to improve speed.

Social Media Management – Developing and taking ownership over the social content calendar. Regular posting across the Decarb Connect product portfolio and in relation to news/themes/partner activity, always reinforcing Decarb Connect’s mission.

Email Marketing – Supporting with the build, execution and reporting of emails across events, webinars, reports and DLN. Including but not limited to launch emails, reminders, automated emails and workflows.

Stakeholder Management & Collaboration – Conduct due diligence of new media partners and knowledge partners, assessing the opportunity. Support with sponsor, marketing partners and speaker deliverables. This will include liaising with partners on a regular basis to ensure Decarb Connect fulfil the partnership and extract as much value as possible. You will also be a party to conversations with external agencies and suppliers to help ensure positive results.

Reporting & Analytics – Weekly reporting on sales pipeline and activity, along with social activity where necessary in combination with our digital agency reporting. The objective here is to support the Marketing Director to make decisions based on analytics. Conduct post event analysis across marketing activity across all channels and events specifically, considering YoY retention, number of groups, average price points etc. Take a lead on the curation of sponsor reports following paid activity, with emphasis being on the positive results.

Data Management - Briefing in new research projects and management of what’s outstanding, numbers returned and timelines of projects. Take ownership over list creation in Hubspot to support other functions and to monitor results.

Key performance indicators

- Increase in enquiries and conversions using phone contact with prospects
- Data-driven marketing decisions, supporting budget management and optimization
- Improved website loading speed and search results through website management
- Increase and more varied social content, leading to more consistently high engagement
- Clear tracking of partner deliverables to ensure Decarb Connect delivers and receives value
- Identifying new opportunities to drive revenue through partners and/or new channels or messaging

What Decarb Connect can offer you:

- 25 days Holiday per year plus bank holidays plus additional holiday between Christmas and New Year.
- Opportunity to contribute purposefully to issues surrounding climate and decarbonisation
- Mentoring from senior team and Founder
- Development and training opportunities and plenty of career growth as the business expands

- Competitive salary and bonus scheme, stakeholder pension plan

To apply:

To be considered, you'll need to send a compelling cover letter along with your CV that shows how you meet the requirements of the role to careers@decarbconnect.com