



Role: Decarb Connect Marketing Director (Maternity Cover – 14 months)

Location: Hybrid with 2-3 days in London preferred

Start Date: April 1st 2025

Our Mission: To accelerate decarbonisation of hard to abate industry sectors

Decarb Connect is a global membership and event platform that champions the strategies & solutions accelerating the decarbonisation of co2-intensive sectors. Launched in January 2020, we are a growing scale up focusing on energy-intensive such as cement, metals, refining, chemicals, glass and ceramics – we support their decarbonisation, innovation and collaboration goals.

Decarb Connect is comprised of a private members network, leading b2b events that connect & drive collaboration plus reports, webinars and our podcast series. This maternity cover contract is the ideal way to gain experience of a purposeful and highly commercial market, to gain senior leadership experience and to position yourself for career growth within b2b events and the sustainability space.

Marketing Director's Responsibilities during Maternity Leave:

- Build, execute and monitor campaign activity & timelines for all products. You'll always have your eye on target but will also care passionately about delivering high quality attendees and members
- Ensure the website delivers high performance at both the brand and lead generation levels
- Assess and oversee any redesign or rewrite of web copy or marketing collateral
- Set and administer the annual marketing budget across all products and track delegate income on a weekly basis, including setting targets and forecasting
- Own the marketing timeline, enforcing deadlines and contributions required
- Create and manage a calendar of events such as webinars, reports, whitepapers etc
- Manage and develop the Marketing Exec and any freelancers, agencies or contractors required
- Continually review changes and responses in the market, adjusting the marketing plan if necessary
- Provide tools and materials to enable the sponsorship and delegate sales team to drive great results
- Manage and measure marketing campaign costs and ensure maximum ROI
- Build, maintain and oversee the hygiene of the data and Hubspot CRM
- Digital marketing: Through SEO, PPC and Social Media engagement, ensure that we deliver leads and conversation from across the full industrial decarb ecosystem

- Write, edit and proof-read: You'll be responsible for our external voice, you'll write and/or proof effective sales copy including emails, social media, website and other promotional collateral
- Create winning partnerships: Establishing strategic partnerships with media, publishes, associations, accelerators and more, that amplify our messaging and brand
- Find suppliers and partners that treat our business as their own. You'll brief, manage and oversee the quality of everything we do from design to on time execution of digital services
- Advisor to the Founder and senior team: we are a scale up and having a critical and creative thinker contributing to the strategy of the business is key

Values

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|-------------------|------------------|
| • Entrepreneurial | • Collaboration |
| • Solution finder | • Accountability |
| • A* execution | • Organised |
| • Learning | • Autonomous |
| • Client-first | • Resourceful |

What you'll bring to Decarb Connect:

- Deep experience of maximising the power of Hubspot for marketing, and ideally experience of working with Hubspot sales hub too. You'll be our Hubspot champion.
- Commercially-driven and target-focused marketing strategy and execution
- A collaborative and engaging mindset
- Persistence, finding solutions and not shying away from challenges
- A demonstrable interest in climate and sustainability issues
- A commitment to personal improvement and focus on team-wide success
- Entrepreneurialism and always seeking ways to grow revenue and profitability
- Keep the customer in focus, serving them well
- Excellent attention to detail and analytical skills

What Decarb Connect Offers You:

- Competitive OTE plus 25 Days Holiday
- Additional days off over Christmas and for Birthday
- Opportunity to work in a purposeful and high commercial space
- The maternity cover contract is the ideal way to get a senior title on your CV and to position yourself for career growth

The successful candidate will demonstrate excellent academics (BA or BSc (Hons) in addition to strong critical thinking and organisational skills.