

Marketing & Communications Specialist

Overview:

The successful candidate will play a key role in building brand visibility and awareness, and helping articulate our value proposition to clients and stakeholders. We're an early stage company in a rapid growth stage, with a small but collaborative and energized team.

Climate Risk Services offers advisory services alongside development of product solutions for managing climate risk. On the advisory side, we support clients through governance of climate as a material risk issue and a regulatory compliance issue, building an understanding of how climate should factor into business and operational strategies, developing robust risk management processes and frameworks, and data-based analysis and assessment of climate risks for markets, investment or lending portfolios, and at the asset-level. On the product development side, we are building exciting platform-based enterprise level solutions to support our clients in embedding climate into strategic and financial decision-making. We're focused on turning climate data science into actionable insights, bridging the gap between climate science and financial and operational decision-making.

What you'll be doing:

You will jump right in to ongoing client projects and product development, with responsibility to work closely with the project leader to identify and develop data and analysis needs to meet client requirements – then work with the data team to meet them. You'll have a voice to support continual improvement of approaches and methodologies, and will also contribute to product development by applying an understanding of client needs and tangible outcomes.

Some of your responsibilities will include:

- Develop and execute a marketing strategy to build brand visibility and awareness, both to clients and potential investors or other stakeholders
- Establishing and implementing lead generation strategies to support business growth
- Work to build brand consistency and streamline our value proposition and key messaging across social media, webpage, training content, client engagements, webinars, etc
- Building and maintaining our social media presence including driving and curating content development and distribution for social media or other brand-building channels
- Design and production of collateral including case studies, newsletters, blogs, etc
- Managing ongoing updates and evolution of our webpage
- Development of client personas to guide product development
- Support for branding and marketing of new products and services as they are developed
- Build a community of supporters and clients, driving forward the conversation on challenges and best practices in the climate risk space
- Marketing and coordinating climate risk training and workshop sessions

What we're looking for:

We're looking for someone who can work at a high level (strategy development) and a detailed level (hands on implementation), takes initiative, has strong communication skills, and is action-oriented. Here's a few of our requirements:

- At least 5 years of experience in marketing and communications, ideally in a professional services or tech environment with an SME or startup;
- Degree in a relevant discipline;
- Excellent copywriting skills and ability to be hands on with all forms of social media;
- Tech-savvy with some experience of HubSpot or similar;
- Experience in climate/sustainability/impact would be an asset;
- Self-starting, entrepreneurial mind-set, and desire to grow the business.

What we offer:

The opportunity to be at the forefront of climate risk management and climate focussed impact. You'll be in at the ground level of building something exciting and with significant growth potential, in a topic area that is accelerating in importance. You'll also get:

- Variety. Spend 80% of your time on your primary role and 20% contributing to other projects and initiatives, to build your experience and add your unique value across the company.
- Development. We'll build your skills and knowledge around climate, helping you further develop the language and perspectives to articulate its importance and urgency.
- Exposure. We're a small company, so you'll see inside everything from setting strategic goals for the year through to building products from the ground up.
- Growth. We're growing, and so will you. Significant potential to step up in role and responsibility as our growth accelerates, while developing into a subject matter expert.
- Excitement. You'll be part of a fun, informal, and collaborative team that is excited and passionate about the work we do and the potential we see.

Compensation will be commensurate with experience and ability to add value. In addition to salary, we offer a performance-based bonus, flexible working options, 25 days holiday annually on a full-time basis, and consideration for equity.

Location & Role Structure

Preference for candidates to be located in or around either Oxford, United Kingdom or Amsterdam, Netherlands.

This role is well suited to start as a part-time role with potential to move to full-time, and with flexible working conditions. This could look like flexible hours, or working some days from the office and some days from home.

Diversity & Inclusion

Climate Risk Services believes that diversity is critical to achieve our goals of innovation and building value for our clients. All applications will receive consideration for employment without regard to ethnicity, religion, gender, gender identity or expression, sexual orientation, nationality, disability, age, or social background.

How to Apply

Send a cover letter and your CV to careers@climateriskservices.com with subject line, "Application for Marketing & Communications Role". Applications will be reviewed on a rolling basis.