

Marketing and Communications Lead

About Carbonplace

An exciting opportunity to rapidly scale and shape a start-up committed to driving climate action. Carbonplace is a global carbon credit transaction network that will enable the simple, secure, and transparent transfer of certified carbon credits. Developed by a group of financial institutions, Carbonplace's unique blockchain-enabled distributed ledger technology will enable the trust, transparency, and accessibility required to open the voluntary carbon market to the world and accelerate global climate action. In joining this new & unique venture, you will engage with teams that have a startup mindset without the worry of associated start up risks. You will be working with a consortium of financial institutions with a core objective of executing MVP and Series A funding.

About This Role:

Carbonplace are seeking a highly ambitious, energetic and passionate Marketing and Communications lead. We are looking for an all-rounder who has a broad skill set covering brand marketing, communications, social media, web development and advertising. This is a high-profile, hands-on role that enables you to communicate messaging for both internal and external stakeholders, combining your creativity and desire to drive climate action.

Responsibilities:

- You will support the Head of Sales and Marketing and Carbonplace's leadership team to turn our story into a reality in the market through defining and delivering our external engagement strategy;
- Manage the website and social media channels ensuring they are always up to date in terms of facts, statistics, partners and news.
- Organise Carbonplace representation at marketing and communications events; Including preparing press releases and executive briefings for the Carbonplace leadership team
- Drive the wider Carbonplace team to constantly deliver our message in everything that we do; ensuring a consistent voice – internally and externally.
- Initiate and drive relationships globally with PR teams, senior market stakeholders, and clients in large global companies;

Location and Commitments:

We offer hybrid working, with a minimum of 2-3 days a week in the City of London office.

Candidate Requirements:

- 3+ years of marketing & communications experience; Experience within fintech/financial markets/sustainability industries favourable
- You take a collaborative approach and have excellent interpersonal and communication skills.
- A go-getter with a proven track record of delivering at pace;
- Excellent research, planning, organisational and project management skills;
- Excellent problem-solving skills with highly structured thinking;

Important information:



- A degree or equivalent professional qualifications are preferred, although not required.
- We are hoping for someone who can join Carbonplace promptly, commencing in this role from Q4 2022.

Remuneration & Benefits:

Competitive based on experience.

