

## Head of Marketing

Do you live and breathe business-to-business marketing and community growth? Do you always keep your finger on the pulse of new tech tools and trends in the digital and event marketing field?

If you answered yes to the above, we want to hear from you!

## Job Description and Your Role

We are looking for an experienced, proactive, savvy and results-driven Head of Marketing to join our international team for a dynamic permanent role based in either Copenhagen or London.

As our Head of Marketing, you will be responsible for developing and executing our marketing strategy, engaging and growing our community while driving delegate recruitment for our in-person and digital events. You will play a key role in leveraging our influential global network of stakeholders, organising major global convenings in more than 15 future clean economy markets, and developing and implementing breakthrough impact partnerships across sectors of society.

## Key Responsibilities

This role involves taking responsibility for accessing and engaging relevant audiences, achieving set community growth targets, creating and maintaining beneficial media partnerships and ensuring seamless communication with a number of internal and external stakeholders.

- Delegate acquisition: Identify key target audiences and ensure correct messaging, track key customer segments to ensure the right attendee mix at the events
- Community growth: Create deep insight into our audience and delegates worldwide, including identifying gaps and strategies to fill them to attract, grow and nurture our network and members
- End-to-end event marketing campaign development and implementation: Clearly plan and communicate marketing activities, deadlines and results
- Media partnership engagement and management: Initiate outreach and maintain strategic relationships with relevant major media outlets
- Event execution: Execute marketing activities during all our in-person and digital events

## Key Qualifications

We are looking for someone who thrives in a fast-growing, high-energy environment that demands leadership, initiative, resourcefulness and individual contribution. Your profile shows a confident event marketing professional who has worked with large scale in-person and digital events and can manage a high-volume event calendar.

- 5+ years proven working experience in B2B event marketing and/or community management
- A strong track record in building, maintaining and growing online communities to drive network engagement
- High creativity and experience in identifying target audiences and devising digital campaigns
- Advanced email marketing and experience with CRMs (e.g. Salesforce, Pardot, Hubspot)

- Experience working with website development and analytical tools (e.g. WordPress, Wix) and landing page optimisation
- Fluency in English (native or equivalent)
- Ability to work autonomously with minimal supervision while working effectively with others collaborating within a team environment
- Knowledge in the field of climate, biodiversity and/or biosecurity is considered a strong advantage

### **About World Climate Foundation**

World Climate Foundation is an impact-oriented organisation that works with inspiring leaders from government, business, financial institutions and civil society organisations to build resilience, enabling the necessary transformation that addresses both the climate change and biodiversity crises. Through its collaborative, high-level network the World Climate Foundation identifies and accelerates cross-sector implementation of markets, technologies and policies, at the required scale, to realise change.

For more information about World Climate Foundation and our activities, please refer to our website: [www.worldclimatefoundation.org](http://www.worldclimatefoundation.org)

### **Practical Details**

Location: Copenhagen, Denmark or London, UK

Application Deadline: 30th of April. We will review applications and call candidates for interviews on a rolling basis, so be sure to send your CV and cover letter today.

Start Date: As soon as possible

Please send your CV and cover letter to: Mia Brusendorff, [mia.brusendorff@worldclimatefoundation.org](mailto:mia.brusendorff@worldclimatefoundation.org)

Mark the email with: Head of Marketing