



MarComms Lead

Job Description

To Apply

Please email lauren@weareisla.co.uk with your CV and a short note* to introduce yourself and tell us about the worst sustainability campaign you've seen, and why you think this. Please submit by **Monday 1st August**. This position may close early pending volume of applicants.

*We're happy to receive video, audio or written notes with your CV. For audio or video, please keep these to a max of two minutes.

Who we are

We're [isla](https://www.isla.co.uk), the UK event industry sustainability body, a fast-growing nonprofit startup that exists to accelerate the event industry's transition to a sustainable future.

Our focus is industry-wide collaboration to tackle the global climate crisis through collaborative and industry-specific action.

Our aim is to transform the event sector, driving change at scale through engagement of all stakeholders across the full spectrum of the industry; from brands and agencies to venues, exhibition organisers to event service businesses.

We offer practical guidance and support, develop and run exciting projects to help move the dial forward, and have a number of products & resources that benefit the whole industry, helping us realise our shared sustainability ambitions.

Company culture

We're a young organisation and we're developing our company culture as we grow, ensuring we remain open, constantly learning and are inclusive. We want our team to play a key part in shaping culture, ensuring the company not only promotes social and climate justice, but lives it too.

As a member-supported organisation, we value transparency and active listening, whilst staying true to our core aims of aligning the event industry with global climate goals.

Specifics of the role

We're looking for someone ambitious who enjoys communicating and is motivated by the subject matter, as well as being analytical, reflective and can critique constructively. We want someone who is familiar and comfortable working at a fast pace and enjoys having targets to work towards.



Most of all, we're looking for someone who understands the value in our ambitions and supports our plans for the industry, recognising that the greater *isla's* reach, the bigger our impact.

We need someone to manage our marketing and communications, supporting our wider growth plans and business generation. Equal value is applied to experience in either the events sector or environmental sustainability sector. You'll need to have experience in bringing people on a journey through communication.

Day to day responsibilities will include:

- **Ownership** - Accountable for the execution of multi-channel Comms and Marketing campaigns from start to finish; developing key messaging for products, services and initiatives; coordinating *isla* team, PR, and design agency.
- **Content** - Drive the creation of content with *isla*/TRACE spokespeople (t/l, editorial, whitepapers, blogs). Ensuring content is created from briefs and guided by overall strategy and objectives; writing guides, how to's; infographics, blogs and interviews; requesting and managing partner and collaborator content; thought leadership; market reports; surveys; press releases and member success stories.
- **Social Media** - Managing channels day-to-day; creating, planning and executing social media strategy in line with broader growth strategy; delivering reactive topical content; growing our following; expanding into new platforms; analysing, reporting and adapting strategy to increase quality growth and engagement.
- **Reporting** - Measuring and reporting on the effectiveness of comms and marketing initiatives to gain insight and optimise; creating regular reports of web traffic and owned and paid channels. Supporting growth teams to report on lead generation to refine growth and marketing strategies.
- **Budgeting** – Support with forecasting marketing budgets and managing and reporting spend.
- **Pipeline** - Working to fuel pipeline and support lead generation, where necessary creating collateral to support conversions.
- **Relationships** - Managing existing media relationships and building new relationships with key media partners.
- **Events Support** - Supporting the Growth Lead in researching and keeping on top of upcoming events, identifying where we should have a presence and supporting / managing activating the business at those events.
- **Website** - Regularly reviewing website content requirements to ensure that it is an inspiring, resource-filled hub for our community and the wider industry, functioning as a 'go to' for event sustainability.
- **Member success** - Support our Community Lead to promote the work of our members by preparing case studies, testimonials, interviews, focusing on

execution and identifying the best channels and opportunities for communicating them.

Experience

A passion for environmental sustainability is essential. Experience of working in a membership organisation or the events industry would be a bonus but is not essential.

Must have excellent writing ability and should be able to demonstrate this on request. Experience with CRM systems, G-suite, CMS like WordPress and Mailchimp, and social media platforms are essential. Experience using HubSpot, or similar CRM, is desirable but not essential.

Have excellent knowledge of various aspects of marketing, including brand marketing, PR, content management, digital marketing & performance marketing.

5+ years relevant experience.

Key Skills & Characteristics

- 🗣️ Articulate, composed and clear communicator
- 💡 Good listening abilities, able to discern key information
- ✍️ Excellent writing skills, i.e. presentation, articles, reports
- 📄 Confident in writing press releases, media content
- 🧑‍💻 Able to multitask and prioritise
- 💬 Knows their way around social media
- 🌱 A good understanding of climate issues & eager to learn more
- 👂 A relationship builder - diplomatic, an active listener and confident speaker
- 😊 Proactive and conscientious! Works well autonomously but enjoys working with a team

Further details

Salary:	£42,000 pa
Position:	Full Time
Start Date:	ASAP
Probation:	Three months with one month notice period. Following probation, three month notice period
Holiday:	33 days a year (inc bank holidays) + Christmas close (transferrable to other cultural or religious holidays).
Location:	Preference for someone within 2.5h travel to London, however we operate a flexible/remote approach. Travel to London for in-person meetings and working days will be required; frequency TBD with candidates.



Recruiting Diversely

We are actively recruiting from all communities and backgrounds for this role, building towards an inclusive and representative culture. We aim to serve the needs of our staff within a supportive, respectful and just environment.

We welcome applicants from all backgrounds and encourage anyone who believes this role would suit them to apply as their authentic selves without fear of prejudice.

isla and you...

This is an opportunity for you to play your part in shaping the future of the event industry and will see you interact with a diverse range of stakeholders and partners. There is opportunity to have a genuine hand in transforming a sector in a disruptive and innovative way, with tangible impact.

Your voice matters, everyone in our organisation has a role to play in shaping the company and contributing to its success. We welcome input and engagement from across the team on ensuring this is a company you want to get up and work for each day.

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