

WE ARE HIRING A

Content & Growth Marketer

Giving voice to IMAGINE's leaders, driving growth for our flagship programmes, and building community along the way.

CONTRACT

IMMEDIATE START

THIS IS THE WHO

IMAGINE is a global leadership community for impact, running curated programmes, including the Oxford Accelerator, for a network of senior leaders across six continents. We are mid-launch on a new community membership platform and preparing for a busy September Oxford intake.

THIS IS THE WHAT

This role exists to generate stories from our community and business development leaders, amplifying thought leadership and giving voice and visibility to our leaders in their respective sectors, primarily across Instagram, LinkedIn and our website. It also supports asset creation, including PDFs and presentations for corporate partnerships, new offerings and event invites, and helps codify IMAGINE's brand assets so we stay organised as we grow. The role sits within marketing, with KPIs geared towards driving sales and generating leads and interest for our Community Membership and the Oxford Accelerator in particular.

KEY RESPONSIBILITIES

- Source and craft stories from community members and business development leaders, giving voice and visibility to their work
- Amplify thought leadership across Instagram, LinkedIn and our website, positioning IMAGINE's leaders within their respective sectors
- Manage content planning and publishing across social and web channels, ensuring a consistent voice and cadence
- Create decks, PDFs and other assets for corporate partnerships, new offerings and event invites
- Codify and organise IMAGINE's brand assets, building a system that scales as the business grows
- Support marketing efforts that drive leads and interest for the Community Membership platform and the Oxford Accelerator

WHAT WE ARE LOOKING FOR

- A strong storytelling instinct, with the ability to find and shape narrative from raw material and conversations with leaders
- Experience managing content across Instagram, LinkedIn and a website, ideally for a thought leadership brand or purpose-driven organisation
- Experience creating polished decks and PDFs for corporate or partnership audiences
- Strong organisational skills, ideally with experience managing brand or content assets at scale
- A marketing mindset comfortable with KPIs tied to lead generation and conversion
- Comfortable working directly with senior leaders and community members to extract and shape their stories
- Genuine engagement with IMAGINE's mission of leadership for impact
- Experience building or growing a community, whether online, in-person or both, with an understanding of what keeps members engaged over time

THIS IS WHY IT MATTERS

This role sits at the intersection of storytelling and growth. Every story told well, on Instagram, LinkedIn or our website, is also a lead generated, whether that is interest in Community Membership or the Oxford Accelerator.

TIMINGS

Immediate start

BASIS

Contract or freelance, not full-time

REPORTS TO

 Community Membership Director
and Technology & Growth Director