

WE ARE HIRING A

Content & Growth Marketer

Telling the stories of IMAGINE's leaders, marketing our convenings, and building the plan that grows our community in 2027.

CONTRACT

IMMEDIATE START

LONDON BASED

[VIEW ROLE AND APPLY →](#)

THIS IS THE WHO

IMAGINE is the global leadership community for impact, running curated programmes including the Oxford Accelerator for a network of senior leaders across six continents. We convene leaders at Davos, New York Climate Week, London Climate Action Week and COP, host intimate Salons in the homes of our leaders, and are launching a new Community Membership platform.

THIS IS THE WHAT

Every day brings a new story of one of our leaders' game changing work, the kind that could inspire, provoke or challenge others. This role finds those stories and turns our global convenings and Salons into moments for storytelling and amplification. As part of Community Membership, we amplify the voice and visibility of our contributing members as thought leaders, and this role helps them scale their reach and impact. You will own Instagram and LinkedIn strategy for IMAGINE and expand the thought leadership reach of our co-founder and CEO. KPIs are tied to leads and interest for Community Membership and the Oxford Accelerator.

KEY RESPONSIBILITIES

- Market IMAGINE's presence at Davos, New York Climate Week, London Climate Action Week, COP and our other global convenings, before, during and after each one
- Use our convenings and Salons to capture the stories that matter: what is driving a leader crazy about the world, what makes their soul sing, or the aha moment that changed their life's work
- Help our contributing members scale their voice, visibility and impact as thought leaders
- Own Instagram and LinkedIn strategy for IMAGINE, with a consistent voice and publishing cadence across social and our website
- Expand the thought leadership reach of our co-founder and CEO across her channels
- Drive leads for Community Membership and the Oxford Accelerator, and create the decks, PDFs and invitations that support them

WHAT WE ARE LOOKING FOR

- Based in London or able to commute in regularly, as this role needs to be on the ground for London events and in person with the team
- A strong storytelling instinct, with the ability to find and shape narrative from conversations with senior leaders and community members
- Experience marketing live events or conferences, including capturing content on site
- Experience building a personal brand for a founder or executive
- 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
- A marketing mindset comfortable with KPIs tied to lead generation and conversion

YOUR FIRST KEY DELIVERABLE

Build IMAGINE's 2027 marketing plan. Using our existing bank of content, map out a full year of activity across our global convenings, Salons, Community Membership, Instagram and LinkedIn for IMAGINE, and the thought leadership of our co-founder and CEO.

TIMINGS

Immediate start

BASIS

Contract or freelance, not full-time

LOCATION

London based, UK right to work required

REPORTS TO

Dom, Director of Community & Membership, and Shomari, Technology & Growth Director