

## Content Marketing Lead

### About Us

We're a fast-growing, Series A backed NatureTech company headquartered in Edinburgh, supported by leading investors and institutions (AzureX Space Ventures, Equinor Ventures, and Intercontinental Exchange). We are on a mission to enable zero deforestation and degradation, and support mass forest restoration by producing the highest quality nature mapping data and insights products.

Our data is trusted by forest carbon project developers and investors (including Apple, Climate Asset Management, Everland, and WCS), and supports validation of compliance to the EU Deforestation Regulation (EUDR) via our partnership with ICE's Commodity Traceability Service (COT).

All of our work is based on extensive scientific research with our expert science and technology team, with more than 10 PhDs in ecology or satellite science, and world-class AI and software engineers.

### Role Overview

We are looking for a **Content Marketing Lead** with a strong background in B2B data, technology, or SaaS content marketing to help drive the growth of Space Intelligence.

With at least **4 years practical content marketing or editorial experience**, we are looking for someone who can hit the ground running, and make an impact on both strategy development and execution. In this role you will:

- Support the construction of a holistic Content plan to support the full buying journey - from content that helps build brand awareness, to content that positions Space Intelligence's products and solutions to our target audience.
- Advise and review case study and product collateral produced by other members of marketing and commercial team to ensure alignment to brand guidelines.
- Manage agency/freelance resources for production of video, image, and podcast content as required.
- Maximise content reach and output by leveraging Content Recycling strategies

- Collaborate with our Science, Sales, and Marketing teams to create content for different stages of the funnel and tailored to different buyer personas
- Build and maintain content operations processes to provide baseline for a scalable content marketing engine.
- Publish content across all owned channels (including social media)

This role reports to our Head of Marketing

### **Profile/Experience**

- Has at least 4 years' experience in a B2B content marketing role or equivalent experience in a comparable Editorial role.
- Demonstrable experience creating content that supports generation and acceleration of the sales pipeline.
- Understands B2B buying journey and how to generate content to support each stage.
- Experienced in managing creation of content in a range of mediums (video, visual, written, audio). Ability to produce video and visual content using Canva, Adobe a plus.
- Understands principles and power of Information Design in content marketing.
- Genuine interest in and ability to quickly understand technical features and concepts.
- Is a self-starter who thrives in fast-paced environments, ideally with early-stage start-up experience.
- Has experience working with deeply technical subject matter and subject matter experts.
- Right to work in the UK
- Flexible, and excited to adapt to the needs of a growing business.

**Desirable**

- Experience in carbon markets or sustainability-focused businesses.

**Salary**

£40,000+ depending on experience/qualifications. Pro rata, if part time.

**Working for Space Intelligence**

At Space Intelligence, we offer a competitive salary and benefits - 33 holiday days per year, an extra day off for your birthday, a good pension plan offering salary sacrifice for tax efficiency, an Employee Savings on Purchases Platform and an Employee Assistance Programme, as well as other benefits. We have a friendly, fun and supportive workplace, and we strongly value work-life balance. We are emphatically not a company with a long-hours culture, we are family-friendly and support flexible working and part-time, where possible. We also schedule a range of events including lunches, escape rooms, pub trips, crazy golf, bowling and much more. In addition, we do company and team away days.

We are, proudly, a diverse, multicultural team and our employees come from 11 different countries.

**Where will I work?**

We are looking for a candidate who will be based in our office on George Street, Edinburgh. Most of our team are in the office most days, and we feel you will learn fastest if you are in the office most days too. However, we support hybrid working and would be happy for you to work 1-2 days a week from home.

**How to apply**

Please send your CV and a cover letter explaining why you're particularly suited for this role to [careers@space-intelligence.com](mailto:careers@space-intelligence.com)

**Please note**, that if you don't currently have the right to work here, we do not sponsor visas so check out the UK Government website for further information about visas **before** applying.

**Closing date: Friday 20th September, 2024 @ 5 pm.**