

The Conduit

Job Title:	Global Director of Brand and Marketing
Reporting:	Chief Operating Officer
Employer:	The Conduit Holdco Ltd (global holding company and owner of The Conduit brand and intellectual property)
Location:	Covent Garden, central London
Remuneration:	c. £125k

Company Overview

The Conduit serves as a home for people passionate about achieving positive social, environmental, and economic change. Our community shares our belief that the world's most pressing problems are better understood as opportunities waiting for entrepreneurial solutions. The Conduit's mission is to convene a collaborative community that scales and accelerates solutions to the world's greatest challenges and provide its community with a physical home, with industry leading sustainable and ethical hospitality, where creativity and innovation can flourish. Our members are from all over the world, from all sectors and industries and are representative of the world we live in.

The Conduit is at an exciting stage of global expansion. Having opened our first Conduit Club in London in 2021, we are opening a second club in Oslo in 2023 and are gearing up to open more than 15 clubs across the world by 2030. As well as further developing our club model and rolling out new Conduit clubs across multiple locations, we are also developing our global conferences, digital academy, impact investment and corporate impact partnership businesses.

Purpose & Scope

The Conduit, a prominent social impact and sustainability-focused organisation, is seeking a highly experienced and dynamic **Global Director of Brand and Marketing** to lead the development and execution of our brand strategy, marketing initiatives, and communication efforts across all platforms, with a focus on international expansion. This role will lead the external marketing and promotion strategy, as well as working closely with various teams within the organisation (including partnerships, programming, and membership) to enhance brand visibility, drive growth, and ensure consistent messaging that aligns with our mission and values.

RESPONSIBILITIES & KEY DUTIES

- Develop and implement a comprehensive global brand strategy that effectively communicates The Conduit's mission, values, and unique offerings, while strengthening our brand identity and positioning in the market.
- Lead the planning and execution of all marketing initiatives, including advertising, content marketing, social media, public relations, and events, ensuring alignment with our brand strategy and business objectives.
- Oversee the development of creative and engaging marketing materials, such as website content, promotional materials, and social media campaigns, that resonate with our target audiences and drive engagement.
- Establish and monitor key performance indicators (KPIs) for marketing efforts, analysing data to assess effectiveness and make data-driven decisions to optimise marketing strategies and tactics.
- Collaborate with internal teams to integrate marketing and brand strategy into all aspects of the organisation, including partnerships, programming, and membership initiatives.
- Leverage digital expertise to optimise CRM and digital distribution channels, enhancing The Conduit's online presence and reach, while growing our digital subscriber base.
- Develop and execute content marketing campaigns and brand partnership strategies that increase awareness, engagement, and impact.
- Plan and manage launch strategies in key cities for our club expansion, ensuring a successful launch and continued growth in new markets.
- Represent The Conduit at conferences, events, and other public forums, serving as an ambassador and advocate for our mission and values.

Other

- Responsible for the development, support and management of direct report(s), fostering a culture of creativity, innovation, and excellence.
- Adhere to all Company Policies and Procedures.
- Actively champions and promotes The Conduit Diversity, Equity & Inclusion Strategy.
- Supports and contributes to the overall success of The Conduit.
- Alongside your key duties you may be asked to complete other tasks as and when necessary and reasonably required in line with business needs.

SKILLS, BEHAVIOURS & EXPERIENCE

- Extensive leadership experience in advertising, content marketing, social media, PR and events.
- Experience of leading on multi-channel brand and marketing strategies, and experience in producing compelling marketing materials across all channels, particularly digital.
- Experience of leading on digital engagement strategies and a sophisticated understanding of how to animate high-value global brands.
- Extensive knowledge of ESG, sustainability and impact, and the key issues that need to be addressed by organisations and business leaders.
- Excellent communication, negotiation, and interpersonal skills, with the ability to build and maintain relationships with diverse stakeholders.
- Proven project management skills, with the ability to manage and deliver multiple complex initiatives simultaneously.
- Strong analytical and problem-solving skills, with the ability to think strategically and creatively.
- A deep understanding of and passion for social impact and sustainability issues.
- Willingness and ability to travel internationally as required by the role.
- Entrepreneurial, commercial mindset, and an outstanding communicator in the full range of contexts.

Benefits

We strive to be a company that is inclusive, where everyone, from any background, can be happy at work.

As part of our team, you can enjoy a wide range of benefits:

- Competitive remuneration package including incentive structure to be negotiated
- Private medical insurance
- Standard pension with 5% employer matched contribution
- 30 days of annual leave, increasing every year up to an additional 5 plus bank holidays
- Enhanced maternity/paternity leave
- Access to our Programming events
- Continuous training and development