



Senior Marketing and Events Associate

Location: Moorgate, London

Start date: As soon as possible

Role: Permanent, full time with flexible hours

Established in 2019, the Green Finance Institute is an independent, commercially focused organisation, supported by HM Treasury, the Department for Business, Energy and Industrial Strategy, the Foreign and Commonwealth Office and the City of London Corporation.

As the UK's principal forum for public and private sector collaboration in green finance, we are uniquely placed to accelerate the domestic and global transition to a zero-carbon and climate-resilient economy through mobilising capital.

We convene and lead mission-led coalitions, made up of networks of dynamic decision makers across financial services, policy, business, academia and civil society, to identify and unlock barriers to deploy capital at pace and scale towards impactful, real-economy outcomes.

What's in it for you:

At the Green Finance Institute, you will be part of a fast-growing team, responsible for driving brand recognition through creative and innovative events and marketing campaigns and digital engagement.

Collaboration with industry and government is a key element of this role to generate meaningful events. You will also commission and curate relevant content for the website and social channels.

The Green Finance Institute is scaling its efforts to transform the financial system and the wider economy at pace. With the decade of action upon us, there has never been a better time to engage in the climate finance agenda.

What's the role?

You will work in coordination with the corporate affairs director and the Institute's funders across HM Government and the City of London Corporation, in addition to private sector and civil society actors to support sector-specific priorities across the Green Finance Institute's digital and social platforms and help leverage its work to achieve the desired impact through events and brand activation. You will provide both project management and administrative support.

You will work on a variety of tasks and projects including event planning and management; creative collateral development; curating and posting social media messaging; management of the CRM; drafting communications materials; and maintaining and developing the Institute's digital properties.

We'll trust you to:

- Manage a full calendar of events ranging from stakeholder receptions to the Institute's annual conferences, plus small private dinners and monthly coalition meetings. Your role will be to plan and deliver events within budget, including logistics, supplier liaison and managing the invitation and response process. You will also have access to consultant support for bigger events.
- Manage the Institute's content calendar, maintain and develop its digital properties, commission and curate meaningful content, build an image and video library, generate ideas for new and innovative content and build a network of supportive advocates.
- Post social media content as directed and generate dynamic content for social posts including infographics, quote cards and video clips.
- Build the Institute's CRM system and maintain the accuracy of the data, promoting team engagement and create relevant marketing campaigns.
- Help write and manage the team's repository of case studies, produce media coverage reports and ensure fact sheets and biographies are regularly updated.
- Ad-hoc project support.

You need to have:

- An ability to successfully coordinate and run projects and events within a set budget with an outstanding focus on quality and project follow-through.
- A strong, independent work ethic.
- Outstanding interpersonal and relationships building skills with partner organisations, senior-level officials and influencers.
- Organisational skills including strong capacity to coordinate simultaneous projects and successfully prioritise tasks with sound judgment within a collaborative and fast-paced start-up organisation.
- Creative flair and ability to translate technical content into innovative and engaging campaigns.
- A thorough understanding of social media best practice across Twitter and LinkedIn in particular.
- Excellent written and oral communication skills and attention to detail, with a proven capacity to translate information and big ideas into actionable plans.

- Willingness to participate in both critical thinking and administrative tasks.
- Strong digital skills and strong working knowledge of MS Office, WordPress, Canva, Mailchimp, Eventbrite and CRM systems.

We'd love to see:

- B2B marketing and events experience having worked in the financial or professional services industry.
- A knowledge or interest in green or sustainable finance.

If this sounds like you:

Apply if you think we're a good match and we'll get in touch to let you know the next steps.

Please submit your CV and a short cover letter (no more than two sides of A4) describing how you meet the specific requirements for the post.

The closing date for applications is **11.59pm Sunday 1 March**. Please submit your application to recruitment@gfi.green

Please note:

- *If you do not already hold the right to work in the UK and/or require sponsorship in order to continue working here, you should think carefully before applying.*
- *The Green Finance Institute is an equal opportunity employer and we value diversity.*