
WANTED!

Marketing Revolutionaries for Fast Growth Global Leader

Position Title: Marketing Communications Director

Location: Oxford, UK

About 2degrees

2degrees is a dynamic, fast growth internet company that within 3 years has become the world's leading online community for sustainable business with over 18,000 professional members. We are a company at the forefront of not one but two economic revolutions: sustainability and the B2B use of social media.

We provide managed services through our online community for both individual professionals and corporations. These services enable our members to reduce costs, risks and environmental impacts, as well as innovate, grow and build competitive advantage by operating sustainably. We do this by helping them:

- Connect with one another
- Learn from one another
- Gain insights into the issues, impacts and business benefits of sustainability
- Engage and influence their stakeholders to achieve their sustainable business goals
- Collaborate to solve sustainable business problems
- Find solutions providers

2degrees is growing rapidly and the position described below represents an opportunity to become a senior manager and key contributor at one of the most exciting new companies in sustainable business as it expands globally.

Role and Responsibilities

As the Director of Marketing Communications, you are responsible for developing and executing the company's marketing communications strategy to support its corporate objectives and two Business Lines (Enterprise Services and Community). You will report to the CEO/MD of Community and specific responsibilities include:

- Working with the CEO and Business Line MDs to develop a company-wide marketing communications strategy to meet the business plan objectives

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- Working with the CEO on brand positioning and competitive differentiation
 - Working with the Business Lines and Technology Department to implement all communications on the 2degrees platform
 - Managing the internal marketing team and any sub-contracted copywriters, designers, researchers and communications agencies to deliver:
 - Measurable integrated marketing programs to meet the Community's customer acquisition and subscription sales goals, including the use of social media, direct marketing, PR, digital communications and member-get-member campaigns
 - Measureable on- and off-line campaigns to generate leads for Enterprise Services
 - Measurable programs to help Community Managers meet member mobilization targets
 - Research and market intelligence to feed into the development of new products
 - A consistent brand message, image and tone of voice across all media & channels of communication

The Person

Are you interested in being a leader in the biggest economic revolution in history driven by the need of business to adapt to meet the sustainability challenges of the C21st? Are you passionate about the way digital and social media can be used to engage professionals? Do you have the ambition to lead and grow the marketing communications department of the largest online community in sustainable business as it continues to expand internationally?

If the answer is "yes", you will also need to be educated to degree level and with at least 10 years' experience in a marketing role with particular strengths in digital marketing, social media, and member get member programs. You will ideally have experience of online B2B communities or subscription-based businesses. You will be results driven and care passionately about measurement, analysis and continuously improving marketing performance. You will be very comfortable working with colleagues at all levels and also be an accomplished team leader and manager.

To make the most of this role we would expect you to bring:

- Extensive marketing communications experience
- Particular experience of online B2B marketing
- Creative appreciation of social media and how to harness it to bring results
- Technical fluency with social media and CRM systems
- A creative flair that spots opportunities to do a lot with little
- An analytical mindset, focused on results and continuous improvement
- Strong team leadership and management skills
- Excellent project management skills, including managing and orchestrating participants outside of the Marketing Communications team

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- Ability to work on cross-functional teams and serve as an internal consultant in the areas of marketing and communication
 - An eye for detail, good copy and design
 - A willingness to roll your sleeves up and do, as well as, direct

The work offers high levels of responsibility and excellent opportunities for developing your career within marketing as 2degrees grows into being a global B2B brand within the new fast growth market of sustainable business. As well as a competitive package, working for 2degrees will put you at the heart of the sustainability revolution, opening doors and creating contacts for you amongst all the major players.

If you think you have the right skills and want to join this dynamic and fast growing company that is really changing the way organisations do business, please apply by email to: martin.chilcott@2degreesnetwork.com.

2degrees is an equal opportunities employer. We aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, marital status, race, colour, ethnic origin, sexual orientation, age or disability, and that all appointments are made purely on the basis of merit. A compensation package appropriate to experience will be available to the right candidate.