



ABOUT



Position Overview: Marketing Associate

The Marketing Associate will implement and monitor effective integrated marketing strategies that align with Emergent's mission and commercial goals. Emergent's mission, is, in part, ensuring the confidence of the public and private sector in results-based finance to protect tropical forests. The Marketing Associate will play a crucial role in establishing that, and thus, in shaping the future of tropical forest conservation.

The ideal candidate has 4+ years of B2B innovative marketing delivery experience delivering a variety of thought leadership, promotional and targeted outreach programs end-to-end, including earned/owned/paid advertising campaigns, events/webinars and account-based marketing. To be successful in this role, the candidate must bring a wealth of experience and knowledge in activating thought leadership in LinkedIn/Twitter, as well as blogs and relevant websites. Knowing how to map audiences and craft targeting strategies will be key, as will be tailored messaging and campaigns that utilize omni-channel/omni-medium assets.

As Emergent's community manager, she/he will oversee Emergent's interactions with the public through implementing content strategies on social media platforms. Her/his duties will include analyzing engagement data, identifying trends in customer interactions, and planning digital campaigns to build the Emergent and LEAF Coalition communities online. She/he will be expected to regularly post text, video and images that engage Emergent's/LEAF's target markets, help in the design of social media campaigns, follow online conversations on Emergent's/LEAF's social media accounts and solve for risks associated with using social media platforms.



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Emergent sits at the heart of a vibrant ecosystem of partners, including Fortune 500 companies, UN agencies and leading NGOs, and a crucial part of the Marketing Associate's role will be in activating and harnessing those organizations' resources.

The Marketing Associate will play a significant role in deploying Emergent's strategic plans and realizing its flagship initiatives, including the public and private LEAF Coalition, the NGO- and civil society-led Green Gigaton Challenge, and any other coalitions formed in the future. Our Marketing Associate will report directly to the Head of Marketing and collaborate with her/him for the design and preparation of events, including for creating social media messaging and assets, newsletters and website updates to best highlight Emergent and LEAF's missions and achievements. She/he will work closely with several agencies and customer-facing staff on both the supply side, collaborating with tropical forest jurisdictions and the private sector to deliver need-based marketing materials.

The Marketing Associate will be responsible for incorporating her/his understanding of the high-level marketing strategy into her/his day-to-day implementation of related activities within a start-up environment that is global in nature and accustomed to working the hours required to bring about true change for the remaining tropical forests.



POSITION

Marketing Associate

Responsibilities

Strategy Deployment

- Develop a diverse suite of insights-driven social media/web assets deployable across a range of audiences, channels, and languages
- Contribute to the creation and implementation of an integrated marketing plan that drives awareness through to consideration within the private (corporate) and public sectors (e.g., forest governments)
- Benchmark Emergent's social media performance versus its closest competitors and regularly report on progress towards social media targets
- Preparing and reviewing monthly, quarterly, and yearly KPIs and budgets
- Prepare regular reports and presentations on social media metrics for the executive team

Stakeholder and agency management

- Develop marketing assets that are deployable across an array of social media and web channels that aid customer-facing staff in generating awareness and consideration within corporate and forest country government populations
- Customize assets that aid corporate and government clients in favourably positioning their involvement with Emergent to their stakeholders
- Ensure day-to-day delivery by agency partners according to budget and SOWs
- Carry out the plans associated with the communications calendar for the demand and supply teams ensuring rigorous KPIs in place for each
- Build relationships with social media influencers and corporate communications experts at LEAF Coalition participating bodies and supporting NGOs

Event planning and implementation

- Coordinate with partners and the Emergent team to plan and execute events, both live and digital including the bi-monthly Emergent Roundtable events
- Support the design of event themes and content and ensure maximum event attendance through targeted and customized invitation outreach and tracking



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Marketing Associate

Campaign Management

- Monitor all marketing campaigns against targets and recommend iterative adjustments where necessary
- Prioritize marketing projects and allocate resources accordingly
- Create briefs for short videos highlighting Emergent's/LEAF's events, achievements, and related topics of interest
- Transcribe events in different languages to create social assets for promotional use by public and private sectors

Requirements of the Role**Essential Attributes**

- Excellent verbal and written communication skills
- Ability to identify social media events such as interesting hashtags or sensitive topics and share appropriate content that aligns with Emergent's/LEAF's social media strategy
- Formidable experience boosting thought leadership campaigns including leveraging of influencer partnerships
- Proven B2B delivery track record as a Marketing Manager or Associate (B2C a plus)
- Awareness of visualizing buyers' journeys including decision-maker mapping, sales cycle influence points, and personas crafting
- Experienced in implementing successful integrated marketing campaigns
- Mastery of digital and in-person events planning and delivery
- Mastery of digital marketing (paid/earned/owned), events delivery, and lead generation
- Mastery of CRM software and digital marketing tools and channels (e.g., LinkedIn, Twitter)
- Experience in managing day-to-day agency relationships
- Strong analytical and project management skills and strategic mindset, with ability to make comprehensive yet concise recommendations



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Requirements of the Role

Marketing Associate

Education and Experience

- BA degree in relevant field
- Experience having worked in a creative agency and client-side preferable; NGO/civil society interactions and/or start up involvement a plus
- Experience in carbon markets and carbon solutions a plus
- Experience with web design and CMS (Wordpress, HTML, CSS) highly desired.
- Experience with graphic design and animations a bonus
- English fluency required; Spanish, Portuguese, French or Bahasa a bonus
- Proficient in Microsoft Office (Outlook, Word, Excel, and Power Point) and Adobe Acrobat (or equivalent)
- Experience with CRM software (e.g., HubSpot) preferable



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About Emergent

Marketing Associate

Forests are crucial to all life on Earth.

They capture and store carbon and are one of the most promising, large-scale, and cost-effective opportunities to combat climate change. Rainforests also sustain rainfalls, food supply, vital ecosystems, and livelihoods for over a billion people. Protecting them is not just a moral imperative, it is essential for a stable, prosperous, and sustainable future for us all. As the COVID-19 crisis highlights, we live in a fragile and interconnected world where sustainability cannot be taken for granted.

There is increasing recognition of the urgency of climate change.

The Paris Agreement in 2015 committed governments to keep the increase in global average temperature to well below 2 °C above pre-industrial levels. 760 major corporations have committed to climate neutrality, and over 40 countries have implemented some form of carbon pricing scheme. After two decades of putting necessary, effective, high integrity standards and market mechanisms in place, The Emergent Forest Finance Accelerator (“Emergent”) has the historic opportunity to channel this momentum to solving the deforestation crisis.

Emergent helps safeguard the world’s tropical forests by building a global market for forest carbon credits.

Countries generate these credits by reducing deforestation and tropical deforestation (called “REDD+”). For forest countries, Emergent provides a guaranteed source of demand by facilitating access to a range of high-volume buyers, backed by a purchase guarantee from donors, giving countries the certainty need-ed to make investments in forest protection and chart a new course. For buyers, Emergent provides access to the highest-quality REDD+ credits, enabling them to meet their climate neutrality goals.

Sillman Thomas have partnered
with Emergent as their
managing search consultant



Sillman Thomas are a specialist executive search firm dedicated to building a more inclusive and sustainable economy. Operating internationally from our offices in London and New York, we have a focus on ESG and Impact in our work with the finance, technology and business communities across EMEA, Americas and Asia Pacific.

POSITION

How To Apply

EMAIL

emergent@sillmanthomas.com

Please contact Sillman Thomas before the 23rd May 2022 to express your interest in this opportunity. Applicants must have work authorization in the United States or European Union. We will reply to all interested candidates. Please include your cover letter and resume as a single PDF document when applying.

Emergent provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, local or other applicable laws.

