

# SENIOR MARKETING EXECUTIVE

## World Wide Generation

Sustainability fintech World Wide Generation (WWG) developed and launched the G17Eco platform in July 2020, it having been four years in the making. G17Eco is designed to help all stakeholders in the investment chain comply and lead ahead of the sustainability regulatory wave that's upon us, but more importantly to help them accelerate the financing and delivery of the SDGs and the Paris Agreement by 2030.

Within G17Eco, WWG has created several apps, namely *Company Tracker*, *Portfolio Tracker* and *World Tracker*, allowing all stakeholders to map, monitor, measure, manage, and market their sustainability impact in a trusted, comparable and timely way. WWG is positioning G17Eco as an ecosystem platform interoperable with many systems and partners. It aims to be an industry-wide utility solution and global market infrastructure for public good.

WWG has now finalised partnerships with several strategic partners to support their clients, such as [FinnCap](#) (1500 Mid-Cap/SMEs), [Workiva](#) (3500 Multinationals), and including the UN, to onboard companies, investors, cities and governments at scale. In this next phase of rollout, WWG is forming coalitions with sustainability leaders to solve the significant issue of streamlined reporting and impact data in a holistic, transparent, and partnership-driven way.

## Role:

As the Senior Marketing Executive, you will be a key part of implementing a wide range of marketing and PR initiatives. You will work closely with the Marketing Manager and Graphic Designer, to further the reach of and engagement with WWG across social media; plus, you will develop national press coverage, manage partnerships and more. You will deliver the daily content calendar schedule and be a lynchpin for internal and external communication for the marketing team, ensuring action points and opportunities are well-managed and taken to closure.

## Responsibilities include, but are not limited to:

- Copywriting for social posts and newsletters
- Gathering and quality-checking content for social posts, blogs and newsletters
- Delivering the daily content calendar for social media in a timely and thorough manner
- Operational preparation of the monthly WWG newsletters, liaising with multiple internal teams and stakeholders
- Operational support to the Marketing Manager on client and partner marketing initiatives
- Operational support to the Marketing Manager for podcasts and events
- Key liaison with other members of the Business Development team to support the customer journey and further WWG's vision and mission.

## Qualifications and Skills:

- A Bachelor's degree, or equivalent
- 3-5+ years' experience in digital marketing
- Strong commercial social media experience across a range of platforms is essential
- 3+ years' experience in copywriting is essential

- Strong project management skills are essential
- Excellent communication ability across a range of stakeholders is essential, in both written and verbal format
- Aptitude for digital systems and technology is important
- Passion for sustainability, impact, information management, technology and product development
- Ability to cultivate trusting and lasting relationships - online and face to face
- A natural energy and a can-do attitude; a very proactive, problem-solving approach to each day
- Good attention to detail and ability to work methodically through a process
- Strong organisational competency and ability to handle multiple projects simultaneously
- Ability to meet deadlines and prioritise effectively
- Ability to adapt within a dynamic environment, and desire to work on multidisciplinary teams
- Legal authorization to work full-time in the United Kingdom and will not require visa sponsorship now or in the future.

#### Links:

LinkedIn - <https://www.linkedin.com/company/20876116>

Twitter - [https://twitter.com/WorldWide\\_Gen](https://twitter.com/WorldWide_Gen)