



# Marketing Manager: Oxygen Capital & Oxygen Intelligence

Natural capital is one of the most significant stories in the environmental and financial world right now, and it still isn't being told as clearly, or as loudly, as it deserves to be. As Marketing Manager for Oxygen Capital and Oxygen Intelligence, that's your job.

This is the role responsible for communicating, and bringing to life, the go-to-market strategy for the world's most valuable natural capital products and the sector's leading technology track.

Oxygen Capital is the investment and finance division of Oxygen Conservation, focused on raising capital, developing natural capital opportunities, and supporting the commercial growth of large-scale conservation. Oxygen Intelligence is our data and analytical infrastructure division, providing the insight, measurement, and proprietary tools that underpin our wider platform. While each division has a distinct external focus, all teams sit within the wider Oxygen Conservation platform and work closely together to deliver our mission of scaling conservation.

## About the Role

You'll support the Head of Marketing in developing and delivering the external communications and go-to-market strategy across Oxygen Capital and Oxygen Intelligence - positioning Oxygen Conservation as the leading voice in natural capital products and the sector's leading technology track.

Your job is to bring the world's most valuable natural capital products and the sector's leading technology track to market - strengthening our profile across investment, finance, conservation, technology, and policy audiences through clear, commercially aware, and strategically aligned communications.

We are not interested in awareness without impact. We are building and scaling serious products and technology, and we need marketing that drives growth, adoption, and commercial impact, not just awareness. This isn't about worthy language, performative campaigning, or communications for communications' sake. We're looking for someone commercially minded, ambitious, and sharp: a marketer who can position complex products powerfully, move at pace, and help turn opportunity into results.

## About You

You understand how to build a brand and a reputation in a specialist professional field — and how to take complex products and technology to market. You think in terms of credibility, positioning, and go-to-market. You understand how strong external communications support growth, reputation, and investor confidence. You're comfortable working closely with senior leadership to shape messaging, identify the stories worth



telling, and ensure both Oxygen Capital and Oxygen Intelligence are represented externally in a clear, credible, and compelling way.

You're commercially minded and naturally curious about the intersection of conservation, investment, technology, and storytelling. You don't need to be a technical expert in natural capital markets or environmental data tools, but you do need to be confident translating complex products, investment activity, and proprietary technology into clear, engaging external communications that resonate with investors, partners, and sector audiences. Like everyone at Oxygen Conservation, you bring high standards, a fast pace, and a genuine commitment to what we're building. Here's a snapshot of the strengths you'll bring:

### **Environment**

- You care deeply about the natural world, but you also understand that protecting it requires pace, scale, and commercial credibility. You know environmental progress depends on building compelling narratives that move investors, partners, policymakers, and markets to act.
- A genuine interest in natural capital as both an environmental and financial proposition, seeing the two as complementary rather than competing.

### **Impact**

- Strong LinkedIn strategy: you understand how the platform works for professional and sector audiences, and you know the difference between content that builds genuine profile and content that just gets posted.
- Excellent writing and communication skills: able to adapt messaging across investor audiences, sector partners, media, and professional networks while maintaining a clear and consistent brand voice.
- Comfortable with data: you track what works, learn from it, and adjust. You're interested in what moves audiences, not just what looks good.

### **Adventure**

- Excited to be operating in a fast-scaling business where strategy and execution happen simultaneously.
- Energised by a broad remit that puts you at the intersection of conservation, finance, policy, and the wider professional community.
- Happy to travel occasionally to estates, events, and sector forums to stay connected to the work and the people behind it.
- Genuinely excited by uncharted territory — whether that's a new market, an untested content format, or a conversation with someone who sees the world differently. You bring curiosity and courage in equal measure.



## Together

- A collaborative instinct: you work closely with the investment, commercial, and natural capital teams to find the right angle and make the content accurate as well as compelling.
- Confident building and managing relationships with sector partners, media contacts, and co-marketing collaborators.

We believe in recruiting exceptional people and creating the role that allows them to do incredible things. You might have strengths in some but not all of the areas above, and whatever your background, we'd love to hear from you if you think you can make a genuine difference.

## Key Responsibilities

You'll sit within the Marketing team, reporting to Ell Steers, Head of Marketing. You'll work closely with the natural capital, investment, technology, and commercial teams across both Oxygen Capital and Oxygen Intelligence to ensure your marketing activity is grounded in what OC actually does and is building towards. You'll also work alongside Abbey Dudas (Marketing Manager, Oxygen Conservation), who leads estate storytelling and conservation media relations, coordinating where remits connect and making sure OC presents a coherent brand to the outside world.

- **Go-to-Market Strategy:** Working with the team to launch new products and features into market with positioning, messaging, and campaign plans — translating internal propositions into credible external offers.
- **LinkedIn Strategy and Execution:** Own daily content calendar and engagement strategy for Oxygen Capital and Oxygen Intelligence accounts, building sector-wide reach and profile.
- **Sector Brand Building:** Shape external narrative and positioning across media and investor audiences, establishing Oxygen Capital and Oxygen Intelligence as sector leaders.
- **Thought Leadership Content:** Commission and shape long-form thought leadership content from senior leadership, amplifying OC's intellectual authority in the sector.
- **Sector and Partnership Engagement:** Build relationships with sector organisations, media, and external partners across both natural capital and environmental technology, representing Oxygen Capital and Oxygen Intelligence at events and industry forums.
- **Analytics and Optimisation:** Monitor performance across channels and campaigns, using insights and data to continuously improve results.
- **AI and Automation Leadership:** Use AI and automation tools to improve marketing workflows, content production, and insight generation while maintaining a strong and consistent brand voice.



## About Us

Oxygen Conservation was founded in 2021 with a clear mission: Scaling Conservation. We're building the UK's first genuine natural capital portfolio, acquiring large landscapes, restoring them at scale, and creating investable natural capital products including premium carbon credits, biodiversity net gain units, renewable energy partnerships, and ecotourism experiences.

In just four years, we've grown to a valuation of around £400m, with 50,000+ acres owned and over half a million acres connected for nature. By 2030, we aim to have £1 billion of natural capital assets under management, enabling us to protect and restore 250,000 acres of land for people and wildlife.

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We move fast, hold ourselves to high standards, and genuinely believe that what we're building matters. If that sounds like the kind of place you do your best work, we'd love to hear from you.

## Key Information

- **Location:** Remote (UK-based), with regular travel to London and occasional estate visits
- **Employment Type:** Permanent, full-time
- **Salary:** Competitive
- **Closing Date:** Until we find an exceptional addition to the team.

## About the Next Steps

To help you prepare for an interview, here is a selection of questions we've used previously. They may come up in our conversation, or they may not. Consider this a sneak peek to help you feel ready and excited for your interview.

- **Kill or Pivot:** Tell us about a time you championed a marketing campaign or initiative, then killed it or substantially pivoted. What made you realise it wasn't working, and how did you make the case to move on?
- **Positioning to Skeptics:** Natural capital is still seen by many investors as a niche or soft story. Give us an example of how you'd position a complex financial or technical product to an audience that's initially skeptical or unfamiliar with it. What's your approach to building credibility with investors?



- **Speed and Standards:** You'll work at pace with incomplete information — launches that might shift, products still in development, market conditions that change. Walk us through how you'd maintain brand consistency while moving fast. What's your threshold for 'good enough'?
- **Pushing Back:** Describe a time you had to push back on a brief or direction from senior leadership because you saw a stronger angle or a risk they'd missed. How did you make that case, and what happened?
- **Craft:** Show us a piece of thought leadership, a LinkedIn post, or a sector-facing communication you think got it absolutely right. Walk us through the strategy underneath it — not just the writing, but what made it land with its audience?
- **Sector Awareness:** The natural capital and environmental tech sectors are moving fast — new standards, new competitors, new market developments. How do you stay informed enough to spot the stories worth telling and the ones to avoid?
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We hope the information above has inspired you to apply. Please be bold, be specific, and be yourself throughout the whole process. Good luck.