



Job Description

Marketing Manager: Oxygen Capital

Natural capital is one of the most significant stories in the 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, that's your job.

Oxygen Capital is the investment and capital management division of Oxygen Conservation. We are entering a major phase of growth — including a significant external capital raise — and we need a dedicated marketing professional to position our proposition credibly and compellingly to institutional investors, sector partners, and the wider market.

About the Role

You'll sit within the central marketing team, reporting to Eli Steers, Head of Marketing, working in close alignment with the Head of Growth. Your remit is Oxygen Capital: investor communications, capital raising support, natural capital product marketing, PR, events, and leadership profiling for the Capital team.

Every campaign, event, announcement and piece of thought leadership should strengthen investor confidence, open doors, and support fundraising. We're building institutional investment products, attracting sophisticated global capital, and helping define an entirely new asset class. We need someone who thinks commercially, writes with authority, moves quickly, and understands that the best marketing doesn't just build awareness—it helps deploy capital.

We're looking for someone commercially minded, sharp, and fast.

About You

You understand how to build a brand and reputation in a specialist professional field. You think in terms of credibility, positioning, and go-to-market. You're comfortable working with senior leadership to shape messaging and identify the stories worth telling.

You don't need to be a natural capital expert, but you do need to be confident translating complex investment activity and financial propositions into clear, compelling external communications that resonate with institutional audiences. Here's a snapshot of the strengths you'll bring:

Environment

- You care about the natural world and understand that protecting it requires pace, scale, and commercial credibility.



- Genuine interest in natural capital as both an environmental and financial proposition — the two are complementary, not competing.

Impact

- Excellent writing and communication skills: you can move between a one-pager for a sovereign wealth fund and a LinkedIn post about carbon markets without losing clarity or quality.
- Comfortable with data: you track what works, learn from it, and adjust.
- Strong LinkedIn strategy: you know the difference between content that builds genuine profile and content that just gets posted.

Adventure

- Excited to operate in a fast-scaling business where strategy and execution happen simultaneously.
- Energised by investor events, conferences, and international exposure — our European expansion is already underway.
- Genuinely comfortable with uncharted territory: new markets, untested formats, and fast-moving briefs.

Together

- A collaborative instinct: you work closely with investment and commercial teams to make content accurate as well as compelling.
- Confident building relationships with sector media, partners, and industry contacts.

We believe in recruiting exceptional people and creating the role that lets them do incredible things. Whatever your background, we'd love to hear from you if you think you can make a genuine difference.

Key Responsibilities

- **Capital Raising Support:** Develop and deliver marketing activity that directly supports investor outreach and capital raising, including materials, campaigns, and communications.
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- **Investor Positioning:** Shape the messaging, brand and marketing that underpins investor communications, helping present Oxygen Capital and its products with clarity, consistency and commercial credibility.



- **Natural Capital Product Marketing:** Bring our carbon, biodiversity, and natural capital products to market with positioning, messaging, and campaign plans.
- **PR:** Own Oxygen Capital's press presence nationally and internationally, building profile with investment and sector media.
- **Events:** Plan and deliver investor events, conferences, and industry presence — including international events as our European footprint grows.
- **Leadership Profiling:** Help the Oxygen Capital leadership team build external visibility and credibility through thought leadership and executive comms.
- **Awards:** Identify and pursue relevant awards and recognition to strengthen Oxygen Capital's sector standing.
- **LinkedIn Strategy and Execution:** Own the content calendar and engagement strategy for Oxygen Capital's external accounts.
- **Analytics and Optimisation:** Monitor performance across channels, use insight to continuously improve.

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 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, protecting and restoring 250,000 acres for people and wildlife.

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: £30,000 - £35,000

Closing Date: Until we find an exceptional addition to the team