



Marketing Manager: Oxygen Intelligence

Environmental technology is moving fast. The tools being built to screen, measure, and verify natural capital at scale are among the most consequential in the sector — and most of the world doesn't know they exist yet. As Marketing Manager for Oxygen Intelligence, changing that is your job.

Oxygen Intelligence is the data and analytical infrastructure underpinning the entire Oxygen Conservation platform. It encompasses asset sourcing and evaluation, natural capital measurement and reporting, proprietary software development, and our large-landscape models. We are ready to tell that story externally — and we need someone who knows how to do it.

About the Role

You'll sit within the central marketing team, reporting to Elly Steers, Head of Marketing, working in close alignment with the Head of Growth and Chris Winter, Director of Natural Capital. Your remit is Oxygen Intelligence: go-to-market strategy for AI and software products, technology thought leadership, PR, product launches, market education, and leadership profiling for the Intelligence team.

This is one of the rare marketing roles where you'll genuinely build a business, not just market one. Oxygen Intelligence has the technology, the expertise and the commercial momentum. What it doesn't yet have is an established external brand. That's why this role exists. From positioning and messaging to product launches, thought leadership and market education, you'll define how Oxygen Intelligence is recognised by investors and the wider industry. The opportunity isn't to market Oxygen Intelligence. It's to help define what it becomes.

About You

You have the skills to communicate complexity with creativity, turning technical depth into language that's relatable and digestible for LPs. You understand that thought leadership is a strategic tool, not a content box to tick.

You don't need to be a natural capital or data expert, but you do need to be confident getting under the skin of complex products and technology — and making them land with investors, partners, and sector audiences. Here's a snapshot of the strengths you'll bring:



Environment

- Genuine curiosity about the intersection of conservation, data, and investment, seeing technology as a force for environmental progress.
- You care about the natural world — and you're energised by the role technology plays in protecting it at scale.
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Impact

- Excellent writing and communication skills: you can move between a technical explainer on an AI model, a product launch for a geospatial platform, and a LinkedIn post on nature intelligence without losing accuracy or clarity.
- Skill to run go-to-market campaigns for software or data products — positioning, messaging, launch execution.
- Strong analytics skills: you track what's working, learn fast, and adjust without being precious about it.
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Adventure

- Excited to build something from scratch — Oxygen Intelligence's external identity is largely unmapped, and that's the opportunity, not the problem.
- Energised by operating at the frontier: new markets, emerging standards, and technology that genuinely hasn't existed before.
- Comfortable with ambiguity and pace — you can move when things are still in development and hold quality throughout.

Together

- A collaborative instinct: you work closely with the data and technology team to ensure everything you put into market is accurate, not just compelling.
- Confident building relationships with technology media, sector partners, and academic or standards bodies.

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



- **Go-to-Market Strategy:** Develop and deliver go-to-market campaigns for AI and software products — positioning, messaging, and launch planning for technology that genuinely differentiates Oxygen Intelligence.
- **Product Launches:** Own the external launch of new products and features, translating internal propositions into credible, compelling external offers.
- **Thought Leadership:** Commission and shape long-form thought leadership from senior leadership, building Oxygen Intelligence's intellectual authority in natural capital data and technology.
- **Market Education:** Develop content and campaigns that help target audiences understand the role of data and AI in natural capital — building a market as much as a brand.
- **PR:** Own Oxygen Intelligence's press presence nationally and internationally, including technology media, sector press, and award submissions.
- **Leadership Profiling:** Build external visibility for the Oxygen Intelligence leadership team through thought leadership and executive communications.
- **Awards:** Identify and pursue technology and sector awards to build credibility and profile.
- **LinkedIn Strategy and Execution:** Own the content calendar and engagement strategy for Oxygen Intelligence's external accounts.
- **Analytics and Optimisation:** Monitor performance, 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.

Oxygen Intelligence is where our competitive advantage increasingly lives — the proprietary data infrastructure that enables us to screen opportunities faster, manage complex landholdings with precision, and stay ahead of a rapidly evolving market. We move fast, hold ourselves to high standards, and genuinely believe that what we're building matters.



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