

Group VP Digital & Content Marketing

- Industries: Infrastructure, Energy, Transport, Aviation, Ports
- Remote working – 20 hours per month
- Services for equity arrangement
- Start and onboard immediately
- Evolves to a paid role upon closing our next capital raise

Want to assist an exciting innovative, smart infrastructure and electric aircraft ventures that are passionate and determined to accelerate the new world of clean energy, transportation and maritime to net zero.

As a group, ELIRE has accelerated very quickly over the last months to position our ventures and world-first solutions critical to accelerating the ecosystem shift to adopt new technologies. ELIRE Infra has a long pipeline of exciting projects from London, UK, UAE, Australia, Nordics and the Mediterranean.

Company Description

ELIRE Group pioneers innovative solutions at the intersection of infrastructure, transport, and clean energy to help clients achieve decarbonisation and net zero goals. The company values commercially viable, scalable, and impactful innovation, blending existing technologies with new ideas to drive change.

About ELIRE Group

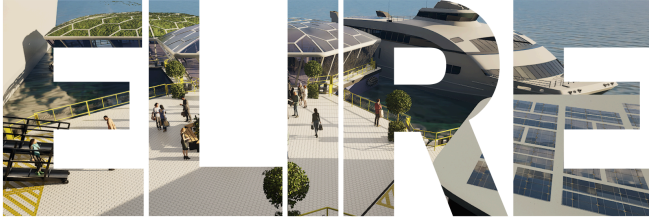
ELIRE Group pioneers innovative, commercially viable solutions that accelerate the transition to net zero. Our ventures focus on scaling impactful technologies:

- **ELIRE Infra** – Our cutting-edge floating infrastructure solutions “Smart Hubs” that enable ports, harbours, and cities to achieve their financial, operational goals and sustainability goals.
- **ELIRE Aero** – Advancing electric propulsion systems to drive aviation's transition to net zero.

The Group's strength lies in leveraging our deep expertise across infrastructure, transport and energy to create scalable, agile and commercially impactful solutions.

Your Impact

As **VP of Digital Marketing**, you will play a key role in driving ELIRE Group's commercial success by strengthening our digital presence amongst our target audiences as well as leading industry engagement through key events.



Key Responsibilities

- **Digital Strategy & Execution** – Develop and implement a digital marketing strategy that supports the commercial goals of ELIRE Group and its ventures.
- **Website & SEO Optimization** – Create, manage, and optimise website content to enhance visibility, engagement, and lead generation.
- **Social Media & Content** – Oversee ELIRE's LinkedIn and other digital channels, crafting compelling content such as thought leadership and insight articles that amplify our impact and reach.
- **PR & Campaign Integration** – Develop digital campaigns that complement PR efforts, positioning ELIRE as a thought leader in clean energy, transport, and infrastructure.
- **Industry Events & Conferences** – Identify and manage ELIRE's presence at key industry events to enhance brand awareness, build partnerships, and drive commercial opportunities.
- **Performance Analysis** – Track and analyse digital performance metrics, optimizing strategies to maximize audience engagement and conversion.

Who You Are

- **Experienced Digital Marketer** – 5+ years in digital marketing, content strategy, SEO, and campaign execution, preferably in B2B industries like energy, infrastructure, or transport.
- **Commercially Minded** – A strategic thinker who understands how digital marketing drives business growth and can translate marketing efforts into commercial success.
- **Event-Savvy** – Skilled at identifying and leveraging conferences and events to maximize ELIRE's industry influence and business opportunities.
- **Agile & Impact-Driven** – Comfortable in a fast-paced, remote work environment, capable of managing multiple priorities effectively.

Contact and apply with your resume, portfolio, LinkedIn profile and a short description of your interest and experience via an email using the subject - *GVP DCM* + '*your name*' to Georgie Robinson, Group Brand & Marketing Director, georgie@eliregroup.com