Role: Growth Marketing Lead
Location: London / Hybrid / Remote
Contract Type: Fixed-term
Start Date: 01/09/2025 or 01/10/2025, subject to the candidate.
Duration: One year, renewal subject to performance
Years of Experience Required: 5
Reporting To: CEO
Salary Range: £50,000–£80,000, subject to experience and options

Cosysense:
Cosysense cuts electricity costs and carbon emissions in commercial buildings by delivering optimised comfort through patented climate control powered by AI agents, digital twins, and sensors for heating, ventilation, and air conditioning. We are a fast-growing Cambridge University spinout backed by top UK and European investors.

Role Overview:
Execute and optimise Cosysense's growth strategy across digital and offline channels, driving lead generation, brand presence, and funnel efficiency.

Key Responsibilities:
- Lead Generation Campaigns: Design and execute high-performing marketing campaigns for lead capture.
- CRM & Funnel Automation: Automate and optimise lead nurturing and qualification workflows.
- Content & Brand: Develop and maintain brand assets, website, SEO and thought leadership.
- Data & Optimisation: Use metrics to iterate and improve growth strategies.
- Go-to-Market Activation: Support launches of new routes to market, features or modules with targeted campaigns or other suggested strategies.

Experience required:
- Experience running B2B PPC, LinkedIn, or email campaigns
- Familiarity with marketing automation tools
- A basic knowledge of coding experience will be a plus
- Experience in a similar marketing position is a must. Specific industry knowledge will be a plus.
- Experience writing or managing content for B2B audiences
- Knowledge of SEO, CMS, and brand management
- Familiarity with Google Analytics, conversion tracking, and other forms of learning metrics

This role is a unique opportunity to work at the frontier of climate tech. We are looking to expand our team with the best motivated global talent eager to work in a flexible and fast-moving environment. For applications, please complete this form.