



MARKETING & COMMUNICATIONS LEAD

About Us

Travalyst is a not-for-profit coalition of some of the biggest names in travel and technology working to change the way we travel.

We exist to make travel a force for good. Our vision is a world where each of us can make more informed decisions that lead to a net-zero, equitable and nature-positive future for all. Through industry collaboration, our mission is to provide trusted information at scale to empower better decision making and accelerate impact-led change across travel and tourism.

Thanks to the Travalyst Coalition, flight emissions and accommodation sustainability information is now seen by people globally when booking a trip on platforms they already know and trust.

What does the Marketing & Communications Lead do at Travalyst?

We are looking for an experienced storyteller practiced at producing the highest-quality content.

Day to day, you will work alongside the Head of Comms, Marketing & Brand as well as the Digital & Brand Lead within your immediate team. You will also engage with the Leadership Team and the Product, Policy & Partnerships teams, as well as the Communications Leads at our partners. This is an opportunity to work with some of the leading brands in and around travel to have a real impact.

This role would be ideally suited to someone from a B2B marketing communications background; at the intersection of travel, sustainability and tech, Travalyst has a strong focus on the industry audience. We are a small but mighty team and this role requires somebody who is equally comfortable managing and creating content for our owned channels as well as preparing our executive leaders for speaking opportunities and events.

About the Role

This is a permanent, full-time, fully remote role operating from within an EU time-zone.

The main focus of the Marketing & Communications Lead will be to proactively support the development and implementation of marketing communication strategies that build awareness, trust and credibility for the Travalyst brand. Here are more specific examples of what the role entails:

- **Project management:** Work with Head of Department to plan and execute the marcomms for tentpole moments e.g. product launches, impact reports, our annual convening, international events such as COP etc.



■ **Content:**

- Manage the rollout of our content strategy which will be focused on reach, engagement, SEO and brand trust. The content you'll get to work on will be broad, examples include: thought leadership, trends, interviews, product insights and updates, infographics, webinars, policy papers etc.
- Proactively generate storytelling ideas and create content inhouse whilst also outsourcing to (and managing) copywriters/designers/photographers/videographers

■ **Owned platforms:**

- Lead our LinkedIn strategy and manage our platform presence by ensuring a steady drumbeat of content. Optimise for KPIs including; reach, engagement, followers, web traffic
- Manage our blog, researching and creating engaging content in our brand voice whilst optimising articles for SEO
- Collaborate closely with the Brand and Digital Lead to maximise cross pollination opportunities across website, newsletter, blog, social media

■ **PR:**

- Lead the creation of comms assets (press releases, Q&A's, media interview briefs, toolkits etc.)
- Develop strong relationships with key media to secure high quality coverage, own the media list, manage press office, monitor media activity / coverage.

■ **Other:**

- Manage the marketing and editorial calendar
- Awards - entries and usage
- Events - presentation materials, support stand management
- Oversee budget for content creation and promotion
- Analytics - use analytics tools to track and improve performance, prepare quarterly activity reports

How do we work?

We approach our work with courage and humility, embracing challenges directly while striving for excellence in all that we do. We value innovation, taking risks, and making informed decisions to deliver meaningful impact. Adaptability is at the core of our approach



as we navigate evolving opportunities and challenges. Above all, we prioritise collaboration and care — for each other and for the planet we share. As a fully remote team, we depend heavily on video calls and digital tools to stay connected and effective. While we acknowledge we are not perfect, we pride ourselves on maintaining a growth mindset, always seeking opportunities to learn, improve, and make a difference every day.

What skills we're looking for:

- Excellent writing skills with strong attention to detail.
- Ability to distill complex information and communicate it in an accessible way
- Strong project management skills with the ability to juggle tasks and meet deadlines.
- Bachelor's degree in marketing, communications, journalism, public relations, sustainability or relevant field.
- At least seven years' experience in a similar role.
- Strong content marketing and media relations expertise.
- Tools: Strong understanding of LinkedIn Analytics. Working knowledge of CMS, Email Marketing and Media Monitoring platforms (we use Wordpress, MailChimp and SignalAI). We use GSuite so knowledge of this would be helpful too.
- Bonus skills: Using video editing and visual design software to create rich content
- Sustainability knowledge would be a distinct advantage.
- Adaptability
 - The ideal candidate will be able to operate comfortably at different levels; from briefing senior leaders on media interviews to managing our blog.
 - Travalyst is in scale-up mode so it's important to stay nimble and pivot on our journey as we scale.
- Must be able to multitask and work well under pressure, with a high attention to detail and a desire to work in a fast-paced, results-driven environment.
- Comfortable working in a virtual-office environment. Highly motivated and productive in that sort of remote environment.

An 'Open to All' employer, we warmly welcome everybody to the team. People of colour, LGBTQIA+ people, neurodiverse people, individuals with impairments, and parents are encouraged to apply. We encourage you to notify our team of your pronouns at any stage of your application. We are committed to making reasonable adjustments to the recruitment process as required. Please add any adjustment requests to your application.