

JOIN OUR TEAM

Role: Senior Marketing Executive

Reporting to: Director of Marketing, Editorial and Communications

Location: London / Hybrid working

Salary: 37K+ dependant on experience

About Boardwave

Launched in 2022, Boardwave is a fast-growing, purpose-led community that brings together over 2,000 software leaders across the UK and Europe, from ambitious founders to seasoned CEOs and Chairs. Our mission? To help Europe build the next generation of global software giants.

Through our network of events, mentoring programmes, strategic partnerships, and curated content, we support leaders at every stage of growth. With backing from 90+ partners across private equity, venture capital, tech, and professional services, we provide unparalleled access to industry expertise and connections.

Boardwave is also a champion for diversity, inclusion and purpose - backing female leaders, supporting mission-driven businesses, and giving the software sector a powerful voice to government in policy and public affairs.

Why we need you

We're looking for a creative, organised, and proactive **Senior Marketing Executive** who can bring our brand to life through smart, compelling copy and dynamic campaigns. You'll play a key role, supporting the growth of our community across Europe by crafting engaging content across email, social media, partner campaigns, and presentations.

You'll report to our Director of Marketing, Editorial and Communications, work closely with our Digital Platform Manager, and collaborate with stakeholders across the business. Playing a central role in how we attract, engage, and grow our community, you'll bring fresh ideas, attention to detail, and a data-driven mindset, helping us refine what works and scaling our impact.

This is a hands-on role for a strong writer and content creator who thrives on variety, enjoys turning ideas into action, and is confident creating standout copy, and analysing performance.

Key elements of the role

Create & Deliver Content That Connects

- Conceptualise engaging ways to promote our mission, programme, members and partners both within the Boardwave community and externally.
- Support on partner and member communications, launches, and special initiatives.
- Write clear, engaging copy for email campaigns, social media posts, partner updates, and internal decks.
- Coordinate our member content pillar to curate and share member-generated copy that provides real-life, 'hard won' insights on the scaling journey to benefit the wider network.
- Stay tuned into the key issues in the market affecting Boardwave and our members, so we remain responsive and topical.
- Plan and manage social media calendars, grow engagement, and monitor performance.
- Develop creative campaign ideas with a distinctive tone of voice and visual identity.

Brand & Digital Execution

- Ensure all content reflects the Boardwave brand, tone of voice, and visual style.
- Liaise with external agencies and video production teams to deliver content for events and masterclasses.
- Monitor SEO performance, identify opportunities, and support ongoing optimisation.
- Track marketing metrics across all channels and make data-driven recommendations to improve performance.

Strategic Support

- Play a central role in our member acquisition campaigns, tailoring messaging for key European markets and different audiences within the membership, and helping to create marketing strategies to meet KPIs.
- Champion Boardwave's strategic focus areas, including AI, female leadership, and public affairs.
- Support the partnerships team by marketing new and renewing partners—creating LinkedIn announcements and brand partnership decks.

Website

- SEO & Analytics: Optimise website content for organic traffic and monitor performance using tools like Google Analytics, preparing monthly reports on key metrics for all stakeholders.
- Create, source, and manage marketing website copy, ensuring pages are kept up to date.
- Conduct keyword research, analyse market trends, and identify content optimisation opportunities.
- Take ownership of the website to ensure it's kept up-to-date.

The experience that excites us



- 3+ years of experience in marketing or similar content roles.
- Strong editorial writing skills with meticulous attention to detail.
- Ability to write copy in a variety of formats, from social media through to corporate presentations.
- A background in the software/tech/finance industry would be beneficial but not required.
- Proficiency in Outlook, Excel, Word, PowerPoint, Microsoft/Mac.
- Working knowledge of Asana (or similar platform) and other CRM tools.
- Experience with email marketing to be able to analyse CTRs, open rates, unsubs and template creating/alteration.
- Analytical mindset with a focus on data-driven decision-making.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Experience in using digital marketing tools such as: (Google Ads, Google Analytics, Google Search Console, Meta, Facebook Ads Manager, SEMrush).
- Confidence dealing with a range of stakeholders at a senior level.

WHAT WE CAN OFFER YOU

Boardwave presents an incredible career opportunity: we have great momentum; an active and engaged membership base to build upon; and you would be joining Boardwave's team at a formative moment. This presents opportunities to develop and grow your career with us as the company expands. Plus you get to work with amazing leaders throughout the software industry.

Among a host of other things, we offer:

- Hybrid working
- Competitive salary
- 25 days' holiday + Bank Holidays
- Birthday day off
- Private medical insurance
- Personal development budget
- Home office set up allowance
- A mentor from within the network to support you on your personal career journey
- A team-orientated and meritocratic culture, and plenty of growth potential

If you are passionate about marketing, and thrive in a multi-faceted, start up environment, then we'd love to hear from you! Please send your C.V, cover letter, and a portfolio of your work to amy@boardwave.org, and we'll be sure to respond in due course.