REPOWER

Senior Marketing Manager

About Repower Initiative

Repower Initiative, a small, philanthropically-funded non-profit, works to turn the world's coal fleet into clean, reliable power. We focus on repowering—replacing the coal boiler at an existing power station while keeping the turbine, grid connection, cooling infrastructure, land, and workforce. It could be one of the fastest and cheapest routes to decarbonising heavy-emitting economies, and it is badly under-analysed.

Most of the world's coal capacity sits in Asia, and so does most of our attention. We are a small, senior, globally distributed team. Our work spans technical and economic analysis, country and site-level feasibility, and direct engagement with utilities, financiers, regulators, and governments across Asia, Europe, and North America. We publish the Global State of Repowering, our annual flagship report, and maintain RepowerScore, our tool for ranking coal-fired power units by their suitability for specific repowering pathways.

Three things about how we work, because they shape this role more than anything else:

- Our audience is narrow and expert. The people we need to reach are utility executives, project financiers, regulators, ministries, and the technical and multilateral institutions whose judgement those people trust. We are not building a following among the general climate public, and reach that does not touch those groups is not reach we need.
- We build the evidence base rather than campaign. Our credibility with sceptical, technically literate readers is the product. That makes precision, sourcing, and restraint strategic rather than stylistic: an overreached claim costs us considerably more than a missed chance to be louder. We would rather be quietly trusted than widely quoted.
- Much of our influence travels through other people. Our strongest distribution is through partners, funders, and institutions that pick up our work and carry it into rooms we are not in. Placement and co-marketing matter more here than they would at an organisation whose own channels are the main event.

The space we work in is narrow, consequential, and moving fast. People who find it compelling tend to find it very compelling.

The role

Our marketing and communications function is lean. It has been run alongside a much wider outreach remit and it now needs someone to support it at the ground level. This is a new position, created because the organisation has outgrown what one part-time director can hold.

The Senior Marketing Manager will craft Repower's external presence: how we sound, how we look, who hears from us, and how consistently. You will report to the Director of Outreach and Development and line-manage our Marketing Manager, alongside the agencies, freelancers, and contributors in our marketing stack (both existing and new).

This role is half-strategising and half-execution. We are not looking for someone to simply take tasks from the Director and carry them out. We are looking for someone who will decide how Repower shows up across its channels, and then make it so. The Director owns our outreach strategy and the relationships behind it: who we need to reach, and why. You will own how those people encounter us, what they find, what it tells them, and whether it leaves them more confident in Repower. The centre of gravity is marketing and editorial judgement, with hands-on digital production where needed.

We are a young organisation and our brand is younger still. Our identity, voice, and visual language are not fully settled, and how consistently we apply them across channels is still a work in progress. Whoever takes this role will have unusual latitude to make them coherent. On where authority sits at the outset: the Director holds the brand standard, meaning how Repower sounds, what we stand for, and the positioning behind it. You own everything that goes out against that standard, day to day, across every channel.

Key responsibilities

Brand custodianship and editorial rigour

- Own Repower's brand standard in daily practice. The Director—and ultimately the CEO and Board—authors our voice, positioning, and key messages; you apply them consistently and own the quality of everything published against them.
- Manage brand consistency across every channel and surface. Maintain and grow the inventory of how we use our name, our language, and our visual identity to achieve our aims.
- Act as a trusted editorial gate on our publications. Drafting of reports and other collateral happens across the team and with external contributors; the last read on low-risk assets before anything goes out is yours. Polished, professional English across everything we put our name to is non-negotiable, and this is a daily, load-bearing part of the role.
- Hold the line on accuracy and sourcing. We work in a technical and contested space. A misstated figure, an overreached claim, or a weakly sourced assertion is found quickly and used against us, and the reputational cost is out of all proportion to the error. Everything we publish must be precise, properly sourced, and defensible.
- Build the systems that make quality repeatable: our brand guidelines and house style, which the Director authors and you keep applied, current, and genuinely used, the template library, review and approval workflow, and a production process that does not depend on any one person's attention.
- Contribute to how our identity develops as the organisation grows, including our visual system and how it is applied. Where that calls for design or agency support, you would write the brief and run the work.

Channels and content

- Make our digital presence a seamless part of our outreach strategy rather than a parallel activity. Our website and channels are where prospective partners, funders, grantees, and counterparts go in the days after a first conversation or to update them of our latest activities. What they find there should make them more confident in Repower.

- Set and own the channel strategy. You decide what we do across our website and social channels, at what cadence, and to what end, then direct the work and commission what we cannot do in-house.
- Own and grow our audience. We publish a monthly newsletter with a small but strategically significant subscriber base and need to build an acquisition engine, through report downloads, event follow-up, and channel conversion.
- Build a content operation that makes our flagship work go further: an editorial calendar and a repurposing engine that turns one major report into a year of assets across formats, channels, and languages.
- Improve how our work is found, including search visibility for our public assets such as RepowerScore, our proprietary online tool for assessing the viability of repowering worldwide.
- Develop co-marketing and distribution through our partners and funders, which is the cheapest reach available to an organisation our size.
- Put measurement in place: analytics configured properly, agreed definitions of success, and regular reporting that leadership and funders can act on.

Management and the marketing stack

- Line-manage our Marketing Manager; commission and manage agencies, freelancers, and contributors, including briefing, procurement, budget, and delivery.
- Grow the function's capacity thoughtfully, deciding what we build in-house and what we buy. This includes oversight over the marketing budget, which will ultimately level up to the Director of Outreach & Development.

What success looks like

By the end of the first year, we would expect to see:

- A channel strategy that is visibly yours, and a digital presence that does real work for our partnerships and our fundraising.
- A brand applied consistently wherever it appears, and editorial standards strong enough that less needs fixing at the gate.
- An owned audience that is growing for reasons we understand.
- A content operation that makes our flagship work travel further than it does today.
- Reporting that tells us, and our funders, what our communications are actually achieving.
- At least one thing we would not have thought of.

Who we are looking for

We are looking for someone at the point in their career where they are ready to own a function rather than a workstream. Nobody here will hand you a brief. You will need to be proactive in the plainest sense of that word, which is to say you spot what needs doing and do it rather than waiting to be asked, and creative in a specific sense: finding ways for a tiny organisation in a technical field to be heard by people who are hard to reach. Some of the best ideas will be ones we have not had. We would like to hear them.

Essential

- Several years' marketing or communications experience, including experience building a function in a small organisation (which is more important than running marketing inside a large organisation). If you have arrived somewhere with no brand guidelines, no agency roster, and no budget, and made it work, we want to hear from you.
- Native or near-native English, and demonstrably excellent writing and editing. This is the one thing we cannot paper over, even with AI.
- Rigour with facts and sources. You should be someone who checks a figure before it goes out, notices when a claim has outrun its evidence, and is comfortable saying so. Technical subject knowledge can be learned; the instinct to bulletproof our claims is harder to acquire.
- Evidence of setting direction rather than receiving it: a channel strategy, campaign, or function you designed yourself and can talk us through, including what you would do differently today.
- Experience managing at least one other person, and the judgement to develop someone rather than simply redo their work.
- Experience commissioning and managing agencies or freelancers to a brief, a budget, and a deadline.
- Strong organisation and follow-through, and comfort working independently across a distributed team.

Desirable

- Experience developing or tightening a brand system, from either the client or the agency side.
- Experience marketing into or across Asian markets—which is where a lot of Repower's work takes place—and the cultural fluency to write collateral that will land equally well in Jakarta, Hanoi, or Beijing as London.
- Working knowledge of Mandarin or another Asian language. Genuinely a bonus, not a requirement, and its absence counts for nothing against you.
- Familiarity with climate, energy, or infrastructure. Useful, but we would take a sharp generalist over a subject expert.

Terms

Hours. Half-time, around 2.5 days per week, with flexibility in how those are arranged. There is scope for hours to increase for defined projects, with budget alongside.

Contract. Through to the end of 2027 in the first instance, with options to extend.

Compensation. £400 per day, which at 2.5 days a week comes to around £52,000 a year.

Location. UK-based preferred. We would consider candidates elsewhere who can work reliably to UK and European hours.

Working pattern. Remote, within a distributed team spanning Europe and Asia.

REPOWER

How to apply

Please send your CV and a short cover note to **michael@repower.world** with the words **"Senior Marketing Manager"** as your subject line.

In the note, we would rather hear how you would approach the first six months here than a restatement of your CV, and we would particularly like to hear one thing you would try that we have probably not thought of. Two or three paragraphs is plenty.

Please also include one piece of writing you are proud of, of any kind, that you wrote yourself.

Applications close 13 November 2026. We will be in touch with everyone who applies.