

Head of Global Brand Communications

Location: (Uk - open)

Reporting to: Chief Marketing Officer (CMO)

Function: Marketing

Level: Senior leadership / Director-equivalent

About Pikl

Pikl is on a mission to enable the growth of digital marketplaces, starting with the vacation rental and property management sector. We design and deliver innovative insurance-enabled solutions that help platforms, property managers and owners unlock new revenue streams, protect their operations, and deliver better experiences for their customers. We work globally with some of the most recognised brands in the travel and property ecosystem and are expanding into new markets and sectors.

The Opportunity

Pikl is building a new category in fintech: enabling growth and confident participation in digital marketplaces through insurance-enabled business models.

As the business scales internationally – with the USA as a priority market – we are looking for a **Global Head of Brand & Communications** to bring the Pikl brand to life on the global stage. This is a pivotal role for a **creative brand and communications leader** who has helped scale disruptive fintech or technology brands into new markets at Series B/C stage and beyond.

This role sits as the **creative and cultural counterbalance to a highly commercial growth strategy** – ensuring Pikl's brand is not only understood, but *felt, recognised and remembered* globally.

Role Purpose

The Global Head of Brand Communications is responsible for **translating Pikl's brand strategy into creative, compelling and high-impact external execution** that builds awareness, belief and category leadership globally.



You will bring the brand strategy to life through storytelling, campaigns, PR, communications and content – ensuring Pikl cuts through crowded markets, resonates emotionally, and earns credibility with partners, customers and the wider ecosystem.

This role is ideally suited to someone whose background is rooted in **B2B brand communications or creative leadership**, and who has gone on to apply that craft at global scale in a high-growth, high-visibility business.

Key Responsibilities

Creative Brand Expression & Market Impact

- Translate Pikl's brand strategy into distinctive creative platforms, campaigns and narratives.
- Lead the creative expression of the brand across all external touchpoints.
- Ensure the brand cuts through crowded fintech and marketplace categories with confidence and originality.
- Build emotional connection as well as commercial credibility.

Global Communications Channel Ownership

Own the strategy, quality and impact of Pikl's global brand and communications channels, including:

- **Content creation** – thought leadership, storytelling and narrative-led content
- **PR & earned media** – media strategy, announcements, reputation and narrative management
- **Social media** – presence, tone and storytelling across priority platforms
- **Events & sponsorship** – brand-led events, partnerships and ecosystem participation

You will set direction and standards across these channels, ensuring they work together as a single, coherent system to build our brand flywheel - awareness, credibility and category leadership.

Category Leadership Through Communications



- Bring Piki's category narrative to life through content, PR, events and social storytelling.
- Shape how the category is understood externally, not just explained internally.
- Ensure Piki is seen as a confident, credible and defining voice in its space.

Reputation, Judgement & Executive Advisory

- Own global PR and communications strategy, including high-profile moments and scrutiny.
- Act as a trusted senior advisor to the executive team on reputational and communications considerations.
- Help the business navigate the upside and downside of visibility with confidence and judgement.
- Support executive and founder storytelling for partners, investors and media.

Team Shape, Capability & Delivery

- Shape and evolve the **brand and communications team** to support effective global delivery.
- Define the right mix of internal capability, external partners and agencies.
- Set clear expectations, guardrails and ways of working to ensure high-quality execution at pace.
- Enable teams to deliver consistently without micromanagement.

Brand Strategy & Guardianship

- Own Piki's global brand positioning, narrative, tone of voice and visual identity.
- Set creative and communications guardrails that enable boldness and consistency.
- Protect long-term brand value while supporting short-term impact and momentum.

Skills & Experience

You will likely have:

- A background in **B2B brand communications, creative strategy or creative leadership**, with responsibility for bringing brands to life externally.
- Built and scaled brand awareness for a **fintech, technology or platform-led business at Series B/C stage or beyond**.



- A proven track record of **translating brand strategy into standout creative execution** that has delivered cut-through, recognition and impact.
- Significant experience owning **global PR and communications (particularly our key markets UK, USA and Europe)**, including managing high-profile moments, scrutiny and narrative risk.
- Demonstrated judgement in navigating **both the upside and downside of brand visibility**, and advising senior leaders accordingly.
- Experience working closely with executive teams as a **trusted creative and communications advisor**, not just a delivery lead.
- Comfort operating as a creative counterbalance to commercially driven leadership.

You may have experience in:

- Creative agencies (brand, advertising, communications) before moving in-house
- Fintech, financial services or other highly regulated, scrutinised environments
- Platform, marketplace or infrastructure-led brands
- Working with top-tier creative and PR agencies
- Taking brands onto the global stage, including the US

What We Offer

- Competitive compensation package, including share options.
- Opportunity to lead the brand communications function of a fast-scaling, purpose-led business.
- Global remit with exposure to some of the most influential brands in the travel, fintech and property ecosystem.
- A collaborative, innovative culture with the freedom to shape a market-leading brand.

