Communications and PR Coordinator

**Location:** UK, ideally London  
**Salary:** London £28,000 - £33,000 pro rata (commensurate with experience)  
**Type of Position:** Part-time, fixed-term contract (3 days a week until 31 December 2021)  
**Deadline for Applications:** 25 August 2021

About WorldGBC

The [World Green Building Council](www.worldgbc.org) (WorldGBC) catalyses the uptake of sustainable buildings for everyone, everywhere.

Transforming the building and construction sector across three strategic areas — climate action, health & wellbeing, and resources & circularity — we are a global action network comprised of 70 Green Building Councils around the globe.

As members of the UN Global Compact, we work with businesses, organisations and governments to drive the ambitions of the Paris Agreement and UN Global Goals for Sustainable Development. Through a systems change approach, our network is leading the industry towards a net zero carbon, healthy, equitable and resilient built environment.

**About the role**

The building and construction sector is responsible for close to 40% of global, energy-related carbon emissions and 50% of materials use. Four billion people are vulnerable to climate risks and 91% of people live in areas that break World Health Organization limits on air pollution.

One of our key roles is to communicate how the sustainable building movement can be a powerful solution to these issues. As we promote, educate and advocate for sustainable buildings, the goal of the marketing and communications team is to raise awareness of the exemplary work of our network of GBCs, corporate partners and funders.

This role contributes to the external and internal (Green Building Council membership and partners) marketing communications strategy spanning webinars, physical events, social media, newsletters, editorial and video content, reports, and press outreach.

**Specific responsibilities include but are not limited to:**

- Support the media activities of WorldGBC and CEO
- Contribute to the development and delivery of WorldGBC’s marketing and communications reports and campaigns (e.g. World Green Building Week, #BuildingToCOP26)
- Take ownership of a workstream in WorldGBC’s communications masterplanner, responsible for workstream management and implementation
- Contribute to the WorldGBC team by creating and delivering high-quality communications activities. Provide guidance on how to use the brand guidelines and templates to staff and partners
- Support the development and distribution of all print and electronic and communications assets, such as the annual report, fundraising brochures, research publications, event invitations, MS Office templates, presentations and infographics
Gather information regarding local, global and key stakeholder events ensuring WorldGBC’s position and presence on the world stage.

- Support WorldGBC’s involvement and participation in events.
- Develop content for WorldGBC’s communication channels, including blogs, new stories, case studies and success stories of green building activities.
- Contribute to the management of WorldGBC’s media outreach programme to drive positive coverage: Write press releases and distribute them to media. Continually monitor, analysing, and improve coverage.
- Provide input into the monthly Global Update newsletter, promotional mailers and the Basecamp Members’ Area to support the implementation of WorldGBC’s communications strategy.
- Coordinate regular updates to WorldGBC staff and key stakeholders.
- Undertake ad hoc activities or assignments that may be delegated.

**Experience, skills and education**

- Must have experience or attributes:
  - 3 – 6+ years’ demonstrable relevant experience working in communications and / or marketing.
  - Educated to Degree level or equivalent / relevant formal training.
  - Excellent verbal and written communication skills in English, translating complex material into easy to read promotional copy.
  - Writing and editing thought leadership content for a business audience.
  - Highly organised and excellent attention to detail.
  - Project management.
  - Report production.
  - Press release writing and outreach.
  - Web site management.
  - Social media management.
  - Passion for sustainability issues, the built environment and the mission of WorldGBC and its members.
  - Service-like attitude, teamwork and ability to thrive within a small, motivated and often virtual team.
  - Excellent IT literacy and database management skills. Familiarity with Salesforce, Basecamp, Mailchimp and Drupal is desirable.
  - A willingness to take on administrative tasks large and small and to work independently and in a team environment.

- Desirable experience or attributes:
  - Corporate sustainability communications and / or marketing.
  - Membership organisations and / or non profit sector.
  - high-level stakeholder engagement.
  - Strategy development.
  - Campaign ideation.
  - Content creation: entry level graphic design and video production for social media and report production.
Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility

The ideal candidate is:

- **A strategic thinker** – has an ability to focus on the end goal and ensure that every activity and approach is directed towards this goal
- **A creative mind** – will innovate with approaches and engagement techniques
- **A relationship builder** – will listen to the needs of the team, industry and GBCs, and work collaboratively
- **Able to develop and implement a work plan** - be meticulous in managing deadlines and deliverables, working with the marketing team and WorldGBC colleagues to ensure on-time delivery

To apply, please send a CV and covering letter to office@worldgbc.org by 25 August at 6pm BST. WorldGBC thanks all applicants but will only respond to short-listed candidates.