Marketing & Communications Officer
(Advancing Net Zero)

Location: London, UK based preferable, but location flexible
Salary: £24,000 – £30,000 (commensurate with experience)
Type of Position: Full-time, minimum 1 year term (potential for renewal)

About the World Green Building Council
The World Green Building Council (WorldGBC) catalyses the uptake of sustainable built environments 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 around 70 Green Building Councils (GBCs).
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 Programme – Climate Action
The Advancing Net Zero (ANZ) project is a global initiative which drives thought leadership globally and supports GBCs and their member companies to increase uptake of net zero carbon buildings. It is the flagship project of WorldGBC’s climate action programme.
30 GBCs across the network have formally committed to advancing net zero buildings through their core activities: corporate and government education, training & education, and/or certification, where appropriate. The project is also working to promote Business and Government action towards zero emission buildings at scale through sub-national and national initiatives, and establishing regional projects to identify solutions to specific challenges in accelerating uptake.
This role works closely with the Marketing and Communications team and the Advancing Net Zero team, supporting the day-to-day marketing and communication activities in order to raise the profile of WorldGBC’s global, climate action programme.

Specific responsibilities include, but are not limited to:

Advancing Net Zero
- Support ANZ team with speaking engagements as needed, including the preparation of speeches and presentations
- Participate in WorldGBC’s ANZ Steering Committee calls to engage with key stakeholders and increase engagement
- Gather, develop, and create content for ANZ via WorldGBC’s key communication channels, including blogs, news stories, case studies, social media of noteworthy content related to ANZ
- Marketing around key programme announcements including writing press releases, distributing them to media, as well as monitoring and responding to media enquiries
- Develop and maintain website content for the Net Zero Carbon Buildings Commitment, including signatory profiles, social media cards, supporting documents
- Promotion and associated editorial content for WorldGBC’s Case Study Library, annual ANZ report etc.
- Undertake ad hoc activities or assignments that may be delegated
Wider WorldGBC activities

- Support the implementation of WorldGBC’s communications strategy, providing input into the monthly Global Update newsletter, promotional mailers and the Members’ Area
- Support the WorldGBC MarComs team with the development and delivery of core organisational campaigns (e.g. World Green Building Week, #BuildingToCOP)
- Support MarComs team in creating and delivering high-quality communications activities, and ensuring consistent use of brand guidelines and templates
- Support the development and distribution of communications assets, such as research publications, event invitations, templates, presentations and infographics

Experience, skills and education

- 2+ years’ demonstrable experience working in communications, ideally with press, social media and events
- Experience in commercial marcoms: persuasive writing, press releases, social media, web management, digital campaign planning and execution
- Highly organised with excellent attention to detail and accuracy
- Excellent native-level verbal and written communication skills in English, translating complex material into easy-to-read promotional copy. Expertise in writing blogs and crafting stories
- Educated to Degree level or equivalent / relevant formal training
- Understanding of media requirements and capacity of a non-profit organisation
- Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility
- Passion for sustainability issues, the built environment, and the mission of WorldGBC and its members
- Service-like attitude, team player, and ability to thrive within a small, motivated and often virtual team
- Excellent IT literacy and database management skills. Familiarity with Salesforce, WordPress, and InDesign is desirable
- Enthusiastic, willing to learn, and be excited to be part of a passionate and fast-moving team
- A willingness to take on administrative tasks large and small, and to work independently as well as in a team environment

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 workplan – 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 careers@worldgbc.org by 11:59 PM GMT on 28 February 2022.

*However, please note that the interview process will begin imminently, and this posting will be taken down as soon as the right candidate is found.*