

Communications and PR Coordinator - BUILD UPON₂

Location: London, UK (based at and employed by UK-GBC – working for WorldGBC’s Europe Regional Network). Flexible working available.

Salary: £22,500 - £25,000 per year (commensurate with experience)

Type of Position: 12 Month contract starting on August/September 2020

Who we are

The [World Green Building Council \(WorldGBC\)](#) 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 around 70 Green Building Councils (GBCs) 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.

One of the most important roles of WorldGBC is to effectively communicate the difference that the green building movement is having on addressing the over a third of global emissions accounted to the building and construction sector. As WorldGBC promotes, educates and advocates green building to external audiences, the marketing and communications team raises awareness of the exemplary work of our GBCs, Corporate Advisory Board, partners and funders.

BUILD UPON₂

[BUILD UPON₂](#) is an EU-funded project led by a group of GBCs in WorldGBC’s [Europe network](#) in partnership with Climate Alliance and BPIE. It helps cities lead the charge towards net zero carbon by 2050 by unlocking the huge potential of buildings—developing strategies and solutions to scale up energy-efficient building renovation.

BUILD UPON₂ is working with cities to develop solutions to the building renovation challenge. In particular it will empower cities across Europe to join forces with national governments and industry to strengthen the local effectiveness and implementation of national and EU policies in order to decarbonise the existing building stock by 2050. The project is part of WorldGBC’s global [Advancing Net Zero](#) campaign.

This role will be dedicated full time to the BUILD UPON₂ project and will contribute to the execution of the marketing communications strategy and activities which covers both external and internal (membership) communications—spanning events, digital channels, newsletters, webinars and PR.

The role will report directly to the Marketing and Communications manager and work closely with the European Director and Heads of Projects and Advocacy.

Specific responsibilities include but are not limited to:

- Coordinate WorldGBC's BUILD UPON₂ digital communications including content and engagement (website, social media, blogs, etc.), as well monitoring and evaluating performance
- Coordinate the work of the BUILD UPON₂ communications taskforce, liaising with consortium partners to convene calls and meetings, prepare agendas, presentations and minutes and follow up on actions agreed
- Gather, develop and create content for WorldGBC's BUILD UPON₂ communication channels, including blogs, news stories, case studies and success stories of green building activities
- Support the development, design and distribution of all print and electronic communications assets relevant to the BUILD UPON₂ project, such as research publications, event invitations, PPT templates and presentations and infographics
- Marketing & communications support including report preparation, development and tracking of social media content and media articles, development of PowerPoint materials, coordination of speaking engagements
- Support involvement and participation in events including the coordination and delivery of project events and gathering information to secure participation in relevant external events, ensuring WorldGBC's BUILD UPON₂ position and presence on the European stage
- Support the European Director and Head of Advocacy to coordinate the work and support of the BUILD UPON₂ Advisory Board
- Coordinate regular communication and updates about the project to other WorldGBC staff and key wider stakeholders and networks
- Monitor progress against the project's communications KPIs set out in the grant agreement, liaising with the WorldGBC marketing and comms team and the BUILD UPON₂ communications taskforce to take any necessary action to ensure these are met.
- Support the European Director and Head of Projects and BUILD UPON₂ project consortium to compile communications data and impact for project reporting purposes
- Work closely with the marketing and comms team to ensure all digital communications are performing to high standards, are up to date, comply with accessibility requirements and are SEO optimized
- Maintain necessary project administration tasks such as work plans, meeting minutes, website content maintenance
- Support the management of WorldGBC's BUILD UPON₂ media outreach programme to drive positive coverage. Monitor and respond to media enquiries, write press releases and distribute them to media. Continually monitor, analysing, and improve coverage.
- Support marketing and comms team with media relationship management to secure top tier coverage.
- Support any other project activities as they arise.

Experience, skills and education

- 2+ years' demonstrable experience working in communications, ideally with press and media
- Educated to Degree level or equivalent / relevant formal training
- PR experience in the corporate, public or non-profit sector
- Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility and an interest in the emerging communications media landscape
- Excellent visual design skills and ability to work with different visual design software to create appealing and inspiring content and assets, including InDesign, and PowerPoint
- Excellent verbal and written communication skills in English, translating complex material into easy to read promotional copy. Expertise in writing blogs and crafting stories
- Passion for the natural environment, 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 are desirable
- Highly organised with excellent attention to detail and willingness to take on administrative tasks and work independently and within a team

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 office@worldgbc.org by 11:59 PM EST on 19th July 2020.

WorldGBC thanks all applicants but will only respond to short-listed candidates.