Communications and PR Coordinator

**Location:** London, UK

**Salary:** London £28,000 - £33,000 per year (commensurate with experience)

**Type of Position:** Full-time

The [World Green Building Council](https://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 around 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.

The building and construction sector is responsible for close to 40% of global, energy-related carbon emissions. One of our critical roles is to communicate how the sustainable building movement is tackling this pressing issue. As we promote, educate and advocate sustainable buildings, the goal of the marketing and communications team is to raise awareness of the exemplary work of our GBCs, corporate partners and funders.

This role contributes to the external and internal (membership) marketing communications strategy spanning events, digital channels, newsletters, webinars and press outreach.

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

- Support the media activities of WorldGBC and CEO
- Participate in WorldGBC’s Communications Network to understand the needs of key stakeholders and support the implementation of their recommendations as well as increasing their engagement
- Support the development and delivery of WorldGBC’s marketing and communications campaigns (e.g. World Green Building Week)
- Support management and implementation of WorldGBC’s communications masterplaner
- Support the WorldGBC team in creating and delivering high-quality communications activities. Provide guidance on how to use the brand guidelines and templates
- Support the development and distribution of all print and electronic 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.
- Manage WorldGBC’s Speakers’ bureau. Implement its policies and processes, identifying and assessing speaking opportunities and coordinating speaker engagement as needed, including the preparation of speeches and presentations
- Gather, develop and create content for WorldGBC’s communication channels, including blogs, new stories, case studies and success stories of green building activities
- Ensure WorldGBC position and key messaging relevant and up to date
• Support 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
• Proactive media relationship management to secure top tier coverage. As well as monitoring and responding to media enquiries
• Support the implementation of WorldGBC’s communications strategy, providing input into the monthly Global Update newsletter, promotional mailers and the Basecamp Members’ Area
• Coordinate regular updates to tWorldGBC staff and key stakeholders
• Support the creation of WorldGBC’s internal communications – Global Update monthly newsletter, Regional and Projects updates and promotional mailers
• Undertake ad hoc activities or assignments that may be delegated

Experience, skills and education
• 3 – 6+ years’ demonstrable experience working in communications, ideally with press, social media and high-level stakeholder engagement
• Experience in commercial marcoms: persuasive writing, press releases, social media, web management. Experience in graphic design and video editing is desirable
• Highly organised with excellent attention to detail and accuracy, project management experience is desirable
• Excellent 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, 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

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 18 October 2020.
WorldGBC thanks all applicants but will only respond to short-listed candidates.