Head of Communications and Marketing

Location: London, UK
Salary: London £45,000 - £50,000 per year (commensurate with experience)
Type of Position: Full-time

Who we are
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 of over 70 Green Building Councils around the world.
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.

Role description
This is an exciting role for an ambitious comms and marketing leader to continue enhancing the rising profile of this unique organisation and our powerful global network.
WorldGBC has a critical role in positioning and communicating the role of the built environment as a critical sustainability solution and in advancing the UN Sustainable Development Goals. Increasingly, our work is permeating public discourse and entering global action agendas at the highest level.
The role of the WorldGBC Head of Communications and Marketing is to enhance and strengthen the brand and position the organisation and its networks as leaders implementing inclusive solutions for a sustainable built environment.

The Head of Communications and Marketing will report to the WorldGBC Chief of Staff. Broadly, the Head of Communications and Marketing goals and main responsibilities are to:

- Develop and deliver WorldGBC’s communication strategy, in line with strategic objectives, continually improving our communications through data analysis
- Enhance the profile and visibility of the WorldGBC CEO
- Work closely and collaboratively with different stakeholders within the sustainability ecosystem to drive further the collective and individual messages for market transformation
- Manage the Marketing and Communications team and ensure consistency and quality of work
- Lead, develop and deliver high-value annual campaigns

Specific responsibilities include but are not limited to:

Strategy

- Ensure WorldGBC’s brand positioning and messaging is relevant and up to date
- Lead strategic communications for WorldGBC, including delivering communications plans for large projects
- Partner with the leadership teams to identify, advise and deliver integrated communications strategies for departments, setting targets against business objectives and measuring success
- Develop propositions, messaging and content to promote the WorldGBC brand to appropriate audiences, exploiting digital channels and social media
- Lead and manage WorldGBC’s involvement and participation in key global events (e.g., COP)

Public relations (PR) and partnerships
• Lead WorldGBC’s PR strategy and media outreach, identifying target audiences and outlets, cultivating journalist relationships, drafting media statements and managing launches
• Manage relationships with key stakeholders (e.g., GBCs, sponsors, partners and funders)
• Lead and facilitate the collaboration of WorldGBC’s Communications Network
• Identify and assess highest profile speaking opportunities and coordinate speaker engagement

Content delivery and performance tracking
• Oversee WorldGBC’s participation and promotion at key events (e.g., Leadership Summit)
• Gather, develop and create content for WorldGBC’s communication channels, including blogs, new stories, case studies and success stories of sustainable built environment activities
• Manage the development and distribution of all print and electronic and communications assets
• Lead WorldGBC’s digital communications (website, social media, blogs, etc), ensuring key stakeholders receive regular high quality communications from WorldGBC
• Ensure all digital communications are performing to high standards, are up to date, comply with accessibility requirements and are SEO optimised
• Monitor and improve WorldGBC’s media coverage, website traffic and social media activity

Alignment and best practice
• Oversee and maintain WorldGBC’s branding and its usage across the organisation. Ensure all comms is in line with messaging and brand guidelines. Train and support staff in use of guidelines
• Champion best practice, creativity and impactful communications
• Ensure WorldGBC is adhering to contractual sponsorship communications asks
• Managing reputation for the businesses, taking responsibility for supporting the team in a crisis

Team management & other
• Manage the Marketing and Communications team
• Ensure high quality of work across deliverables and adequate resourcing of all priorities
• Oversee relationships with contractors, and manage the department’s annual budget
• Undertake ad hoc activities or assignments that may be delegated

Experience, skills and education
• 7+ years’ demonstrable experience working in communications and marketing
• Educated to Degree level or equivalent / relevant formal training
• High business acumen and comfortable engaging senior executives, funders and partners
• Excellent written and verbal communications skills for a business audience. Able to distill complex material into simple and compelling copy
• Expertise in producing effective communication strategies, thought leadership content and crafting stories
• Strong project management and team management skills with the ability to inspire a culture of learning to upskill across the team
• Expertise across major communications channels and demonstrable experience raising the bar across campaign messaging, graphic design and writing
• Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility
• Excellent IT literacy and database management skills, familiar with Salesforce, Basecamp, Mailchimp, social listening tools and WordPress
• Passion for sustainability, the built environment and WorldGBC’s mission
• A service-like attitude and the ability to thrive within a small, motivated and often virtual team
• Highly organised, with excellent attention to detail and accuracy
• A willingness to take on administrative tasks large and small and to work independently and in a team environment
• Understanding of media requirements and capacity of a non-profit organisation

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 October 2022.

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