Marketing and Communications Coordinator

**Location:** UK preferable, other locations will be considered  
**Salary:** London £23,000 - £35,000 per year. Commensurable to location and experience  
**Type of Position:** Full time - 2 year contract  
**Deadline for Applications:** 15 January 2023

Who we are  
The World Green Building Council (WorldGBC) is the largest and most influential local-regional-global action network, leading the transformation to sustainable and decarbonised built environments for everyone, everywhere.  
Together, with 75+ Green Building Councils and industry partners from all around the world, we are driving systemic changes to:

- Address whole life carbon emissions of existing and new buildings
- Enable resilient, healthy, equitable and inclusive places
- Secure regenerative, resource efficient and waste-free infrastructure

We work with businesses, organisations and governments to deliver on the ambitions of the Paris Agreement and UN Global Goals for Sustainable Development (SDGs).

Find out more [www.worldgbc.org](http://www.worldgbc.org)

About the role  
This is an exciting role for an ambitious comms and marketing professional 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 Marketing and Communications Coordinator is to enhance and strengthen the brand and position the organisation and its networks as leaders implementing inclusive solutions for a sustainable built environment.

**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, #BuildingToCOP)
- 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 Members’ communications to support the implementation of WorldGBC’s communications strategy
● Coordinate regular updates to WorldGBC staff and key stakeholders
● Participate in WorldGBC’s activities and interact with members and partners to understand the needs of key stakeholders and support the implementation of their recommendations
● Monitor and respond to general enquiries WorldGBC receives
● Undertake ad hoc activities or assignments that may be delegated

Experience, skills and education
● 2–6+ years’ demonstrable relevant experience working in communications and/or marketing
● 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
● Project management skills
● Highly organised and excellent attention to detail
● 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
● 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 careers@worldgbc.org by 15 January at 6pm BST.
WorldGBC thanks all applicants but will only respond to short-listed candidates.