Creative Content Lead

About the World Green Building Council

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

About the job

WorldGBC positions and communicates the built environment as a critical sustainability solution in order to advance 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 Creative Content Lead is to support the enhancement and strengthening of the brand, and position the organisation and its networks as leaders implementing inclusive solutions for a sustainable built environment. The Creative Content Lead will be part of a team of four communications professionals, reporting to the Head of Marketing and Communications, and will support the content needs of various departments across the organisation.

The Creative Content Lead must be an exceptional copywriter as well as an experienced graphic designer, with an understanding of branding and managing multiple social and digital channels.

What you’ll bring to this role

- Impeccable copywriting, proofreading and editing skills
- High attention to detail
- Excellent understanding of digital and social media landscapes and trends
- Track record of managing multiple social media and digital channels
- Graphic design creation for website, social media, reports, events, presentation
- Proven ability to understand and explain complex issues in a persuasive and engaging way
- Be enthusiastic to develop your knowledge about sustainability challenges and opportunities
- Empower your creative mind by bringing new ideas to the table to innovate our communication approaches and engagement techniques
- Build strong relationships with our internal team, Green Building Council Network and partners to foster collaboration and achieve our mission

Specific responsibilities include but are not limited to:

- Support the development and delivery of WorldGBC’s communication strategy, in line with strategic objectives, and help to continually improve our communications through data analysis
- Creative copywriting and copy editing for WorldGBC’s written content, including: social media, scripts, website content, press releases, reports
● Innovative graphic design for a variety of materials including website, social media, reports, presentations
● Support the management of WorldGBC’s involvement and participation in key global events (e.g. World Green Building Week, #BuildingToCOP, Leadership Summit)
● Work closely and collaboratively with different stakeholders within the sustainability ecosystem to drive collective and individual messages
● Review Marketing and Communications assets to ensure brand consistency and high quality of work in order to protect WorldGBC’s reputation
● Manage the development and distribution of all print and electronic and communications assets
● Manage WorldGBC’s digital communications (website, social media, newsletter), ensuring key stakeholders receive regular high quality communications from WorldGBC
● Support WorldGBC’s media outreach programmes to drive positive coverage, including writing press releases and distributing them to media
● Ensure all digital communications are performing to high standards, are up to date, comply with accessibility requirements and are SEO optimised
● Ensure all communication outputs are in line with messaging and brand guidelines. Support the training of staff in use of guidelines
● Stay on top of social and digital trends to help develop new and improved ways of working
● Support the management of reputation for the businesses, taking responsibility for supporting the team in a crisis
● Undertake any ad hoc activities or assignments that may be delegated

Experience, skills and education
● 5+ years’ demonstrable experience working in communications, ideally with a background in copywriting and/or graphic design
● Highly organised and excellent attention to detail
● Understanding of media requirements and capacity of a non-profit organisation
● Professional experience of social media channels management
● Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility
● An interest in the emerging communications media landscape
● Excellent verbal and written communication skills in British English, translating complex material into easy to read promotional copy. Expertise on writing blogs and crafting stories
● Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or any other similar tools. Experience using PremierePro is a bonus
● Excellent visual design skills and a strong understanding of typography, colour, and layout
● Experience developing and managing content on WordPress
● A service-like attitude and the ability to thrive within a small, motivated and often virtual team
● Enthusiasm to learn, generate ideas and be dedicated to the advancement of a singular project mission within a global membership 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
● An enthusiastic learner – willing to take on new challenges and tackle complex topics
● 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

We are committed to fostering inclusivity and diversity in our workforce. In line with this commitment, we want to ensure everyone has an equal opportunity to apply for positions within our company. Therefore, we encourage candidates to submit their applications even if they do not meet all of the stated criteria. We believe in considering each applicant's unique talents, experiences, and potential, recognising that qualifications extend beyond traditional checkboxes. Additionally, we embrace various working patterns and understand that individuals have different preferences regarding their work arrangements. Hence, we warmly welcome applications from individuals seeking diverse working patterns. We aim to create an inclusive environment where everyone can thrive and contribute, and we are excited to explore the possibilities each applicant can bring to our team.

To apply, please send a CV and covering letter to careers@worldgbc.org by 02 July 2023. WorldGBC thanks all applicants but will only respond to short-listed candidates.

Key benefits of working at WorldGBC:
Working at WorldGBC offers a unique opportunity to be part of a global movement dedicated to transforming and creating Sustainable Built Environments for everyone, everywhere.

- Meaningful purpose: contribute to tackling climate change, reducing carbon emissions, and promoting sustainable practices across the world.
- Global Impact: WorldGBC provides you with a truly global platform to make a difference. You will collaborate with diverse stakeholders, including governments, businesses, and industry experts, to drive sustainable change at a local, regional, and global level.
- Professional Development: Access continuous learning, skill-building, and professional advancement opportunities in sustainability and green building.
- Travel, collaboration and Networking: Connect with like-minded professionals and organizations worldwide, forging valuable connections in the green building industry.
- Innovation and Thought Leadership: Stay at the forefront of sustainable building practices, research, projects, and trends.
- Work-Life Balance: Enjoy a flexible and supportive work environment that allows you to maintain a healthy balance between your personal and professional life. We encourage a culture of collaboration, respect, and diversity, where everyone’s contributions are valued.
- Competitive Compensation and Benefits: WorldGBC offers competitive salary and benefits packages.