

Communications Officer (Europe Regional Network)

Location: Europe, flexible

Salary: €30,000 per year. Commensurable to location and experience

Type of Position: Full time - 2 year contract

Deadline for Applications: TBC

About the World Green Building Council

The [World Green Building Council](https://www.worldgbc.org) (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 World Green Building Council's Europe Regional Network

The WorldGBC Europe Regional Network (ERN) is a community of over 20 national Green Building Councils, 7 Regional Partners, and more than 5,000 members across Europe. Green Building Councils in the ERN are from both EU and non-EU countries.

The ERN's strategy focuses on a number of cross cutting priority areas: emissions, resources and circularity, health and wellbeing, sustainable finance, etc. The ERN is shaping a project portfolio to help deliver its strategy, both on the ground and via its member and partner networks.

About the Communications Officer

As the ERN's Communications Officer, you will be taking on a career defining role to support the delivery and amplification of regional projects. Current projects and initiatives include:

- [#BuildingLife](#): Grant-funded European regional project to drive EU and national policy change to tackle the whole life cycle of buildings
- [Horizon Europe Built4People Public-Private Partnership](#): WorldGBC co-leads the development of this partnership that will channel several hundred million Euros of EU funding for the built environment
- [Nebula](#): Within Built4People, the Nebula project will convene a pan-European network of innovation clusters that aim to maximize innovation impacts and help bring sustainable solutions to the built environment
- [INDICATE](#): An accelerator offering national teams the co-funding to support efforts to generate building-level whole life carbon data in Europe that is urgently needed to enable industry and policy action on decarbonising buildings

Your role will be to provide day to day support for the communication of ERN regional projects, project deliverables and related communication campaigns.

You will report to the Regional Head and work closely with the ERN's Communication Manager to establish and maintain regular project communications across the ERN's communications channels.

You will collaborate with the wider ERN team to ensure consistent and compelling messaging across all ERN projects, to enable advocacy work to reach key target audiences. You will also work closely with the ERN's member and partner network, especially the 15+ 'Established' GBCs that typically lead ERN projects in the region. As well as this, you will also work closely with other WorldGBC staff, particularly the global Marketing and Communications Team.

Maintaining effective relationships with member GBCs, project partners and funders will form an important part of this role. Occasional travel within Europe may be required.

Specific responsibilities include but are not limited to:

- Execute day-to-day communications and marketing activities. This includes researching and producing regular content for ERN's communication channels, including blogs, news stories, social media posts, images and web pages, and ensuring consistent branding across all ERN project communications
- Contribute towards project deliverables, drafting written content and designing or procuring digital media assets such as images and videos
- Support the Communications Manager in liaising with suppliers, consulting and engaging with partners and members to boost our communications reach and impact
- Support with the development and delivery of ERN communications and advocacy campaigns in coordination with the wider WorldGBC Marketing and Communications Team
- Support ERN involvement and participation in events, including planning internal events and securing speaking opportunities at external events
- Contribute to ERN's media outreach to drive positive coverage, including drafting press releases and distributing them to media
- Support the WorldGBC Marketing and Communications team to monitor, analyse and improve performance of ERN communications activities
- Assist the Head of Europe in preparation of periodic project and grant reports
- Support the Head of Europe with development of persuasive fundraising proposals and reports to increase donations from new and existing supporters
- Undertake any ad hoc activities or assignments that may be delegated

Experience, skills and education

- A minimum of 1 year working in communications, ideally in an NGO or non-profit organisation
- 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
- Experience and knowledge of social media platforms and engagement techniques across X, LinkedIn, Instagram and Facebook
- Highly organised and excellent attention to detail
- Experience managing digital communications channels including websites, newsletters and social media
- 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 predominantly virtual team
- Excellent IT literacy: Familiarity with Microsoft 365 applications, Canva, Adobe Suite, Premier Pro, PowerPoint, CRM systems, social media monitoring platforms and WordPress are all desirable
- Content creation: entry level graphic design and video production skills for social media and report production
- 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

To apply, please look at our website www.worldgbc.org. Application deadline is 2nd June 2024. Please do not leave your application to the last minute, we'll be shortlisting and arranging interviews as people apply. 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 worldwide.
- **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 organisations 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.