

2026-2027 Head of Communications (Maternity cover – 12 months) Job Description

Location: UK Hybrid/Remote

Contract: Fixed-term maternity cover (12 months)

Start date: Ideally May–June 2026

Salary: Competitive, dependent on experience

About WorldGBC

World Green Building Council (WorldGBC) represents a global network of Green Building Councils working to accelerate the transition to a sustainable built environment. Through our global campaigns, partnerships and thought leadership, our work brings together governments, businesses and organisations across the world to drive climate action at scale.

About the Role

We are seeking an experienced Head of Communications (maternity cover) to lead WorldGBC's Marketing and Communications function during a one-year maternity leave period.

This is a senior leadership role responsible for ensuring the successful delivery of WorldGBC's comms strategy, campaigns and organisational messaging during a key period of global engagement.

The role will provide strategic comms leadership, oversee the Marketing & Communications team, and ensure high-quality storytelling, thought leadership and campaign delivery across our global programmes. The Head of Communications reports to the Global Advocacy Director.

The successful candidate will bring strong sustainability comms experience, strategic judgement and the ability to lead a small, high-performing team within a fast-moving global organisation.

Responsibilities

Team leadership and delivery

- Lead and manage the Marketing & Communications team, setting priorities and ensuring consistent high-quality across all outputs.
- Set priorities & allocate work, provide direction, and ensure smooth day-to-day delivery.
- Support team wellbeing and continuity during the maternity cover period.
- Effective line-management responsibilities including regular 121 meetings, performance reviews, workload prioritisation, support achieving KPIs.
- Support team development, addressing performance issues where required.

Strategic communications, brand stewardship and content oversight

- Deliver, uphold, and maintain WorldGBC's existing campaign and priority project strategies.
- Ensure all communications activity remains aligned with organisational objectives.
- Lead strategic as well as day-to-day content reviews and copy editing to ensure messaging remains relevant, high-quality, and impact-focused; whilst safeguarding brand positioning, tone, and messaging across all channels, ensuring consistency with brand guidelines and accessibility standards.
- Use available performance data to inform refinements to campaigns, channels, and content.
- Act as primary copywriter for senior-level thought leadership, keynotes and strategic campaign content, including CEO-authored outputs and advocacy-critical narratives, as well as providing copy editing support for key programme and campaign deliverables.
- Contribute to the planning process of programmatic deliverables, including offering recommendations on output formats, advising on narrative development, and participating in design and scoping meetings to ensure communications alignment from inception through to delivery.
- Lead the development, writing, and delivery of WorldGBC's Annual Report.

Senior Leadership Engagement

- Act as a member of the Senior Leadership Team (SLT), contributing to organisational strategy, planning, and decision-making.
- Represent and advocate for the Communications function at SLT level, ensuring that communications considerations are embedded early in organisational priorities, programmes, and risk discussions.
- Provide strategic communications counsel to the CEO and leadership team, including on reputational risk, stakeholder perception, and narrative impact.
- Communicate leadership decisions into coherent direction for the Communications team.

- Monitor the delivery of organisational outputs, proactively identifying risks to deadlines or capacity, raising delays or constraints with senior decision-makers, and constructively pushing back on timelines and workloads where required to protect quality, consistency, and team sustainability.
- Lead the development of the 2027 strategic planning for the Communications team, shaping workflow priorities, resourcing needs, and strategic direction in alignment with organisational ambitions.

Campaigns, events and advocacy communications

- Lead delivery of flagship campaigns (COP31 and World Green Building Week), global events and key organisational moments.
- Ensure campaigns and events are well-coordinated, and impact-focused, adjusting narratives as needed depending on organisational priorities.
- Support advocacy communications and partnerships through clear messaging and coordinated outreach.

CEO profile and visibility

- Support advocacy communications and partnerships through clear messaging and coordinated outreach.
- Have oversight of CEO visibility and thought leadership content.
- Identify and support key speaking, media and profile-raising opportunities.
- Work with Communications Manager to provide speaker briefs and messaging preparation for CEO events and interviews.

About You

We are looking for a communications leader with experience working in sustainability, climate or related mission-driven sectors.

You will bring:

- Experience leading communications and/or marketing functions.
- Understanding of sustainability, climate, or built environment issues.
- Excellent strategic communications and storytelling skills.
- Experience managing teams and delivering high-impact global campaigns.
- Confidence advising senior leaders and working in complex stakeholder environments.
- Strong judgement, collaboration and leadership skills.
- Exceptional copywriting and editorial skills, with the ability to produce high-quality thought leadership, speeches and campaign content.
- Strong brand and narrative stewardship, ensuring consistency of tone, messaging and voice across a global organisation.
- Ability to use data and audience insights to refine communications strategies and outputs.

- Experience managing reputational risk and guiding senior leaders through high-stakes communications moments.
- Deep understanding of all communications channels (PR, digital, social, web, email, campaigns, events) and how they interrelate to deliver cohesive, high-impact integrated communications.
- Experience working within international organisations, NGOs, or sustainability-focused sectors would be highly advantageous.

Contract Information

This is a fixed-term maternity cover position for 12 months.

The role is expected to start May–June 2026 to allow for handover before maternity leave begins.

How to Apply

Please submit your application via this [link](#).

Application deadline: 20th April 2026

WorldGBC is committed to creating an inclusive workplace and welcomes applications from candidates of all backgrounds.