

Head of Communications

Location: London Bridge, UK

Position: Permanent

About the Climate Bonds Initiative

The Climate Bonds Initiative is an investor-focused NGO with a global presence working to mobilise the \$100 trillion global bond market for climate change solutions. Our main work streams are data and market analysis, standards and certification and policy analysis. www.climatebonds.net

The Climate Bonds Initiative is essentially a marketing and communications organisation: promoting capital market solutions to climate change.

The Role

This is an exciting opportunity for an experienced Head of Communications to join a global effort to influence investors, governments and banks to shift capital to climate change solutions.

The successful candidate will be responsible for communications and marketing activities that support:

- increased institutional investor engagement
- continuing rapid growth in global green bond issuance
- fast take-up of Climate Bonds certification
- public sector adoption of prescriptions for mobilising capital.

Key Tasks

- Planning, co-ordinating, executing and tracking the performance of marketing and communication campaigns
- Managing the communications team
- Working with the wider team to ensure consistent messaging across all channels
- Leading traditional and social media efforts including:
 - o Managing media activity: media stories; press enquiries, the expansion of the journalist network, pitches to journalists, nurturing of media relationships and reporting on media coverage via a monthly media digest
 - o Supervising social media: the management of Twitter, LinkedIn and YouTube, the regular production and update of website content, and managing technical team to deliver website enhancements
 - o Providing actionable insights and sharing these with the wider team
- Managing the internal communications pipeline
- Contributing to CBI's programmes by delivering fit-for-purpose communications, including co-ordination of speaking engagements

- Acting as the brand guardian and making sure the brand message is well represented in all communications.

Requirements

Essential

- Extensive experience in planning and execution of communications and marketing plans
- Confidence in managing a global team, and building relationships with colleagues in other countries
- B2B experience, ideally within the institutional investor segment
- Ability to turn complex scientific and financial subject matter into accessible and interesting content.
- Experience creating engaging social media content
- Ability to communicate concepts to a range of target audiences
- Ability to spot industry trends and articulate key findings
- Flexible and able to multi-task, prioritise and work to tight deadlines
- Excellent English communication skills, written and verbal
- Eligible to work in the UK

Useful

- Interest in and knowledge of finance and of climate change issues.
- Ideally experience of working in an international, high-growth, entrepreneurial environment
- Proficiency in a second key language, such as Chinese, Spanish, French, Bahasa Indonesian or Japanese

We're a small team driven by a big mission. Supporting one another is vital, but flexibility and self-direction are important. We're looking for a passionate individual with the ambition to help us affect change around the planet.

Next Steps

Applications or inquiries to recruitment@climatebonds.net