

## **Role Title: Communications Manager - Copywriting & Media**

### **Team name: Communications**

#### **About the role**

The Communications Manager is an important element of our Communications team. This role combines editorial expertise – researching, writing and producing compelling multi-media content for diverse global audiences across media and corporate channels – with strong media relations skills to position the Integrity Council and the Core Carbon Principles as the global standard for integrity in international carbon markets.

The Communications Manager supports the delivery and implementation of the Integrity Council’s communications strategy, with a particular focus on turning often technical information into sharp key messaging and impactful content, supporting the delivery of the organisation’s media strategy and managing the delivery of key campaigns. They work in close collaboration with all parts of the ICVCM’s work including Board and Expert Panel members, external communications agencies, private sector partners and funders.

The Communications Manager is responsible for managing the successful flow of technical information translated into clear, strategic messaging across our comms and marketing channels. They also play a vital role in helping to shape the overall strategic communications for the Integrity Council, bringing innovative and creative ideas to inform and educate our stakeholders, build alignment and strengthen our brand and reputation. Working closely with colleagues across the Integrity Council, this role will deliver strategic storytelling, press engagement, and integrated written content that will inform, inspire and influence. The role will help shape and amplify our brand and objective to drive understanding, confidence and momentum across key stakeholder groups.

#### **Key duties**

- Supporting the development and delivery of creative and strategic communications strategies across programmes and corporate communications.
- Developing and delivering high-impact editorial content (e.g. op-eds, blogs, report summaries, press releases, video, social media assets), ensuring clear narrative alignment, editorial accuracy, and tone of voice.
- Working with external agencies, to support on proactive and reactive media engagement, cultivating relationships with international journalists and media outlets, managing reactive press enquiries and supporting on crisis communications.
- Researching, collating and crafting compelling talking points for senior leadership and spokespeople
- Supporting thought leadership positioning through editorial ghost writing, and content creations.
- Managing the media room function for events and announcements – in collaboration with the external media agency - ensuring messaging, press packs and spokespeople are well prepared and coordinated.
- Working with the Communications Director to input into and support delivery of the media strategy in liaison with an external PR agency.

- Working with priority stakeholders within the Executive Secretariat to provide communications expertise across media, digital, events.
- Managing processes and relationships with the Integrity Council’s spokespeople and ambassadors (individual and organisations) in collaboration with the Senior Events Manager and Partnerships Manager.
- Managing the delivery of multi-channel communications projects and campaigns, working with all team members, stakeholders, agencies and freelancers as required.
- Ensuring consistency and evolution of messaging across all communications channels to drive maximum impact in alignment with strategic goals.
- Contributing to the creation of compelling, high quality, well-written and technically accurate communications content for a range of audiences and channels, ensuring brand and messaging consistency across all communication outputs, including events.
- Building strong relationships with internal and external stakeholders, being proactive to understand and deliver ongoing communications needs, unpacking technically complex issues and stories and proactively seeking out and identifying communications opportunities that promote the Integrity Council’s strategic goals.
- Contributing to the identification and resolution of communications risks and opportunities across all channels.
- Maintaining crisis communications protocols, ensuring the ICVCM is prepared to respond to emerging issues effectively.
- Ensuring the ICVCM’s content and use of data achieves compliance with all corporate governance requirements and policies such as GDPR and information security.
- Other duties commensurate with role as required.
- Demonstrate and follow the ICVCM’s values in all aspects of work.

## Experience

Experience	Essential	Desirable
Proven track record, likely to be 3-5 years, in delivery of media relations, including proactive press engagement, writing press releases, and managing media enquiries.	X	
Demonstrated copywriting and editorial experience, including op-eds, thought leadership, multimedia, research and technical content made accessible for diverse audiences.	X	
Experience in working with leadership to support strategic communications planning and message development.	X	
Experience of managing international communications campaigns and activity in the climate change and/or sustainability space.	X	
Experience of delivering high-quality, high-impact and multi-channel communications campaigns across media, digital and events at a global scale.	X	
Previous experience working with external consultants to create aligned communications programs and high-impact outcomes.	X	
Crisis communications and risk management.	X	
Previous experience running communications across a wide range of stakeholders (such as NGOs, finance, policymakers and Indigenous Peoples and local communities), including senior/Board-level stakeholders.	X	

Understanding of carbon markets and knowledge of the key stakeholders relevant to carbon markets.	x	
Experience of working on international campaigns, or working in Global South, European or US markets.	x	
Strong experience of producing written and other content for a broad audience, with a focus on influencing and engaging; e.g. journalism, multi-media production or similar.	x	
Proven experience of developing and managing strong working relationships in a complex stakeholder environment.		x
Experience briefing spokespeople, writing media briefings or managing press at events.		X
Journalism or publishing background, or experience working in a newsroom or press office.		X

## Skills, Abilities & Attributes

### Editorial & Communication Skills

- Strong editorial judgement and ability to tailor complex content to different audiences.
- Ability to write quickly and clearly under pressure.
- Creative flair and ability to collate relevant research and translate technical content into innovative and engaging communications and campaigns.
- Excellent written and oral communication skills and attention to detail, with a proven capability to translate information and big ideas into actionable plans.
- Working knowledge of Spanish, French or Portuguese is an advantage.

### Stakeholder & Team Collaboration

- Outstanding interpersonal and relationship building skills with partner organisations, senior-level officials and influencers, ideally in a global context.
- Ability to negotiate with and influence team members to ensure delivery of agreed comms output and contributions.
- Positive, can-do attitude with a focus on developing ideas and solutions as part of a team.

### Project & Operational Management

- An ability to successfully manage projects from concept through to delivery within a set budget, with an outstanding focus on quality and project follow-through.
- Organisational skills, including strong capacity to coordinate simultaneous projects and successfully prioritise tasks with sound judgment.
- Excellent IT skills, in particular the use of Microsoft Office 365 suite.
- Experience of keeping up with innovation to support the delivery of cutting-edge comms through ongoing learning and application of new techniques and technologies.

## Personal Effectiveness & Attributes

- Flexibility, adaptability to change, proactivity, and comfortable working in a fast-paced environment.
- Discretion and confidentiality.
- Sound judgement and the ability to make decisions and recommendations for next steps within a collaborative and fast-paced start-up organisation.