Digital Marketing Coordinator

Location: London, UK  
Salary: £25,000 - £35,000 per year (commensurate with experience)

Type of Position: Full-time
The World Green Building Council (WorldGBC) is a global network leading the transformation of the built environment to make it healthier and sustainable. Collectively, with our Green Building Councils (GBCs) in around 70 countries, we accelerate action to deliver on the ambition of the Paris Agreement and UN Sustainable Development Goals (SDGs). We do this by radical collaboration to advance critical systems transitions required cross sector to achieve our goals for a sustainable and decarbonised built environment. We are committed to green buildings for everyone, everywhere to build a better future.

One of the most important roles of WorldGBC is to effectively communicate the difference that the green building movement is having on addressing the over a third of global emissions accounted to the building and construction sector. As WorldGBC promotes, educates and advocates green building to external audiences, the marketing and communications team raises awareness of the exemplary work of our GBCs, Corporate Advisory Board, partners and funders. This role will contribute to the execution of the marketing communications strategy which covers both external and internal (membership) communications - spanning events, digital channels, newsletters, webinars and PR.

Specific responsibilities include but are not limited to:

- Support the development and delivery of WorldGBC’s marketing and communications campaigns (e.g. World Green Building Week)
- Support management and implementation of WorldGBC’s communications masterplanner
- Support and assist the WorldGBC team in creating and delivering high quality communications activities. Provide guidance on how to use the brand guidelines and templates
- Support the development and distribution of all print and electronic and communications assets, such as the annual report, fundraising brochures, research publications, event invitations, PPT templates and presentations and infographics
- Manage WorldGBC’s digital communications including content and engagement (website, social media, blogs, etc), as well monitoring and evaluating performance
- Ensure all digital communications are performing to high standards, are up to date, comply with accessibility requirements and are SEO optimized
- Gather, develop and create content for WorldGBC’s communication channels, including blogs, new stories, case studies and success stories of green building activities
- Ensure WorldGBC position and key messaging relevant and up to date
- Support the implementation of WorldGBC’s internal communications strategy, managing the monthly Global Update newsletter, promotional mailers and the Basecamp Members’ Area
- Coordinate the communications and updates from WorldGBC’s different work areas to key stakeholders (e.g regional and projects’ monthly updates)
Participate in WorldGBC’s Communications Network to understand the needs of key stakeholders and support the implementation of their recommendations

Monitor and respond to general enquiries WorldGBC receives

Undertake ad hoc activities or assignments that may be delegated

**Experience, skills and education**

- 2+ years’ demonstrable experience working in communications, ideally with press and media
- Educated to Degree level or equivalent / relevant formal training
- Professional experience of social media channels (Twitter, Facebook, Instagram and LinkedIn)
- Excellent IT literacy and database management skills, familiar with InDesign, Salesforce, Basecamp, Mailchimp and Drupal
- Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility
- Excellent verbal and written communication skills in English, translating complex material into easy to read promotional copy. Expertise on writing blogs and crafting stories
- Passion for the natural environment, the built environment and the mission of WorldGBC and its members
- Service-like attitude, teamwork and ability to thrive within a small, motivated and often virtual team
- Highly organised, with excellent attention to detail and accuracy
- A willingness to take on administrative tasks large and small and to work independently and in a team environment

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
- **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 send a CV and covering letter to office@worldgbc.org by 11:59 PM EST on 23 February 2020.

**WorldGBC thanks all applicants but will only respond to short-listed candidates.**