



**Chapter  
Zero**

The Directors' Climate Forum

## Chapter Zero Communications Manager Job Description

<b>Job title</b>	Communications Manager
<b>Salary</b>	£32-36k dependent on experience
<b>Location</b>	Homebased/London
<b>Hours</b>	37.5hrs per week
<b>Reporting to</b>	Programme Director

### **About Chapter Zero**

The world has a huge climate challenge and Governments are starting to implement low carbon transition policies, including those leading to net zero. Business has a major role to play but individual companies cannot tackle the challenge of climate change without the engagement of the board. Chapter Zero helps chairs and non-executive directors across all sectors prepare to address the risks and opportunities presented by climate change and this transition.

Chapter Zero was established to increase awareness of the business implications of climate change; to provide knowledge on the issues, as well as toolkits and frameworks; and to deliver seminars and modules for members, giving access to pools of experts and a network of other board directors.

### **Why you should work for us**

This is an exciting time for Chapter Zero. The organisation was set up by a Steering Committee of non-executive directors with a volunteer and pro bono team. In August 2020 we entered a new phase of growth, having secured five years of funding and with it, the ability to recruit a new team of employees.

Having exceeded our target of having over 1,000 members by November 2020 (including members on boards of 49 companies in the FTSE100), the rapid growth of Chapter Zero shows the non-executive community acknowledges the increasing urgency of climate change action.

As we take forward our programme to educate and activate our growing non-executive director community, the new Communications Manager will provide a critical role for the organisation. Effective and meaningful communications underpin much of our work.

The communications strategy has been revisited as part of the new business strategy. The Communications Manager will be responsible for implementing this, ensuring continuous learning and improvement, feeding expertise into the implementation of our programmes and supporting colleagues in their work. This role offers the suitable candidate significant development

opportunities, exposure to a thriving and influential member network and the opportunity to help shape the culture and working practices of our organisation.

## Job Description

### Purpose

To aid the recruitment, education, and engagement of Chapter Zero members and partner organisations through the delivery of the communications strategy.

### Responsibilities

#### 1. Strategic communications:

- Devising, developing and delivering impactful strategies to raise our profile
- Implement and continuously develop the communications strategy
- Supporting the creation and execution of exciting project moments and events
- Contribute to PR and media activities including preparing press releases, building journalist relationships and liaising with our PR agency
- Writing and copyediting communications outputs including education resources and monthly bulletins to members
- Support the Member Engagement Manager to implement communications systems and processes for members

#### 2. Manage and maintain digital presence

- Develop and manage the Chapter Zero website
- Manage social media (Twitter and LinkedIn) presence
- Work with the team to explore new opportunities to expand our digital engagement with members including videos, podcasts, member interviews, and blogs
- Setting KPIs, analysing activities and measuring impact

#### 3. Content and event support

- Provide assistance to the Project Director, Corporate Governance Programme Manager and Content Administrator with the promotion of events and new strategic content

## About you

The successful candidate will meet all the essential criteria below.

Criteria	Essential	Desirable
Skills /abilities	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills</li> <li>• Demonstrate sound judgment and attention to detail</li> <li>• Showcase a proven track-record of delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Track record of developing and improving communications strategies</li> <li>• Experience of membership or network organisations</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to use initiative and work independently</li> <li>• Ability to develop and maintain effective working relationships</li> <li>• Get stuck in, work proactively and bring a solution orientated mindset</li> <li>• Be able to work in an entrepreneurial setting, often independently and to tight deadlines</li> </ul>	
Knowledge	<ul style="list-style-type: none"> <li>• Sound understanding of the net zero agenda and corporate environment</li> </ul>	<ul style="list-style-type: none"> <li>• Proven understanding of current and emerging business practices</li> </ul>
Education /qualifications	<ul style="list-style-type: none"> <li>• Educated to degree level</li> </ul>	<ul style="list-style-type: none"> <li>• Degree in communications, environment and/or business subject</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Minimum three years' professional experience</li> <li>• Website management (ideally Wordpress)</li> <li>• Social media implementation</li> <li>• Use of analytics and evidence of improving performance over time</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in communications role in business facing organisation</li> <li>• Experience of using InDesign</li> <li>• Demonstrable track record of improving SEO</li> <li>• Experience of event management</li> <li>• Media work including preparing press releases and liaising with journalists</li> </ul>
Other requirements	<ul style="list-style-type: none"> <li>• Be quick to build trust and establish relationships</li> <li>• Be a positive team player committed to Chapter Zero's aims</li> <li>• Have UK authorisation to work</li> </ul>	

### What we offer

- A flexible approach to work, we trust our staff to respond to business needs and manage their time accordingly
- 8% employer pension contribution

- 27 days annual leave rising 1 day per year of service to total 30 days
- The opportunity to make a difference with a high-profile, high impact organisation
- A supportive and inclusive environment

### **How to apply**

Please submit your CV and cover letter (max 2 pages each), including links to relevant communications work, with “Communications Manager Application” in the subject line to [admin@chapterzero.org.uk](mailto:admin@chapterzero.org.uk). Please include current employment status and likely notice period.

Please note that due to the high number of applicants we anticipate, we are only able to respond to candidates who we wish to interview.

### **Recruitment process**

As well as a formal interview, the final shortlisted candidates will be asked to attend an informal interview with Chapter Zero’s Chair and a representative of the Steering Committee. We may also ask for further evidence of your work including writing samples.

First stage interviews: w/c 9 November

Second stage interviews: 17-19 November

### **Diversity and inclusion**

We want to create a fair and healthy environment where all colleagues feel challenged, valued and supported. We aim to cultivate a culture of collaboration and respect, where our team is highly engaged, and individual contributions are celebrated. We encourage and welcome applications from people of all backgrounds.

*Please note that we are working remotely until it is safe and appropriate for us to introduce face to face working for our staff. This role will be homebased until we secure an office space in London and then we anticipate staff working in the office up to 2 days a week.*