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## **JOB DESCRIPTION:**

### **Director, Climate and Land Use Strategic Communications Initiative**

The [Climate and Land Use Alliance](https://climateandlandusealliance.org) (CLUA) seeks a Director to establish and lead a global *Climate and Land Use Strategic Communications Initiative*. The purpose of this Initiative is to advance strategic narratives that contribute to commitments to land use policies and practices that mitigate climate change, benefit people and protect the environment, including providing strategic support and convening to climate and land use communications efforts in national and international venues.

#### **THE INITIATIVE:**

*The Climate and Land Use Strategic Communications Initiative*, a project of the Climate and Land Use Alliance, is envisioned as a global initiative of communications professionals who collaboratively promote forests and sustainable land use as key climate solutions—in particular, publicizing forest and land use research and evidence, amplifying forest community and civil society voices, creating and coordinating overarching narratives that contribute to positive land use policy decision-making nationally and globally, and supporting the communications capacity of organizations focused on forests and sustainable land use.

#### **THE OPPORTUNITY:**

This is a leadership opportunity for an experienced strategic communications professional to build an international program and manage a global team of communications experts. The Director will develop and advance influential climate and land use narratives, while coordinating with existing civil society and grassroots communications efforts and supporting relevant organizations and partners. Together with a global team, the Director will identify opportunities to advance forest and land use narratives and promote issues both in priority countries and in international venues.

#### **THE ROLE:**

##### **Primary Responsibilities**

Working with a team of communications professionals, the Director will:

- Establish the *Climate and Land Use Strategic Communications Initiative* by developing a multi-year strategy and implementation plan, and recruiting and leading a global team of communications professionals
- Identify and collaborate with a diversity of partners (including in civil society, grassroots organizations, academia, research institutions, funders, and communications networks) to advance shared climate and land use priorities and bring about change and impact
- Supervise efforts to track political, public and media debates around climate and land use policies and issues and develop strategies for positively influencing those debates
- Coordinate research, development, and testing of strategic narratives on climate and land use issues and monitor the effectiveness of efforts to advance these narratives



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- In coordination with partners, develop communications strategies and key messages around priority international and national venues and gain insight into and implement outreach to a variety of target audiences
  - Manage efforts to promote evidence, including scientific research and reports, on climate and land use issues
  - Support civil society and grassroots organizations and build regional capacity by coordinating efforts to amplify their campaigns and providing communications capacity to increase the impact of their outreach
  - Identify opportunities for media outreach that increases coverage of climate and land use issues, and support or lead media relations, including direct pitches to journalists, placing op-eds, setting up media briefings, or editorial board meetings
  - Oversee efforts to measure, monitor, evaluate, and report on the communications impacts of the Initiative

### **Ideal Candidate**

We seek an experienced communications professional with proven career expertise in effectively leading communications campaigns and advancing strategic narratives for a variety of target audiences and across geographies. The Director must demonstrate an ability to work with a diversity of organizations and collaborate with partners in developing and delivering effective communications programs, with keen awareness of political and cultural sensitivities.

The selected candidate will be comfortable working in complex environments with multiple competing demands and working closely within and across teams. S/he will be an excellent manager who can inspire and support communications professionals around the world. The ideal candidate will possess the ability to evaluate the most strategic investments of the initiative's resources and prioritize accordingly.

### **Qualifications**

Candidates must have:

- At least twelve years of progressively responsible management experience in strategic communications, preferably with significant experience in the Global South and ideally in Brazil, Indonesia, Mexico, or Central America
- Ability to build and lead an international team and manage contracts, with a willingness to invest in the development of people and partners
- Excellent project management skills with a demonstrated ability to effectively and efficiently manage multiple activities simultaneously
- Strong self direction and ability to work in a virtual organization
- Ability to diplomatically and successfully navigate complex partnerships
- Strong understanding of media strategies, including digital media, and demonstrated ability to secure coverage in leading media outlets and experience assessing impact of strategic communications efforts



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- Understanding of what drives climate agendas and the ability to set the right priorities to positively contribute to them preferred
  - Experience in the climate or environmental sector a plus
  - Prior experience working with NGOs and/or philanthropy is an asset
  - BA required, MA preferred
  - Fluency in English required, working knowledge of Spanish, Portuguese, and/or Bahasa Indonesian a plus

The position location is flexible but ideally with considerable time spent in New York, Geneva, or Brussels. Willingness and ability to travel internationally (approximately 15% of the time).

The Director will report to the Executive Director of the Climate and Land Use Alliance with support from a steering committee comprised of CLUA member foundations to offer guidance on structure and approaches to building the initiative.

Start date is mid-2018.

### **TO BE CONSIDERED:**

We are an equal opportunity employer and welcome a diverse candidate pool. We recognize diversity as an asset essential to accomplishing our work and view diversity as encompassing differences in race and gender, as well as age, national origin, abilities, sexual orientation, job skills, education, and geographic location.

All qualified candidates are encouraged to apply as soon as possible by submitting a resume and cover letter expressing your interest in and fit for the role.

**Closing date is March 23rd, 2018.**

For inquiries, nominations, or to apply, please contact:  
sarah.ashton@climateandlandusealliance.org