Digital Manager  
**Location:** Berlin, Germany; Mexico City, Mexico; or, New York, USA.

**Job Purpose and Background**

Are you passionate about securing the future of the planet by preventing catastrophic climate change? Do you want to apply your considerable creativity, energy, and digital expertise at the cutting edge of corporate climate action in one of the world’s fastest growing sustainability initiatives?

The Science Based Targets initiative (SBTi) has an exciting opportunity for a Digital Manager. Joining the growing digital function within the SBTi’s global communications team, you will collaborate closely with other teams to ensure that the SBTi’s website and digital platforms are best-in-class solutions for supporting the exponential growth in businesses and financial institutions setting science-based targets globally. You will also support the development and roll-out of digital solutions serving emerging user needs and business priorities.

**About you**

To succeed in this role, you will need a track-record of success in harnessing insight to develop, implement, grow and maintain digital platforms and integrated campaigns; excellent technical know-how, creative and problem-solving skills, and a desire to support the growth of a world-renowned sustainability initiative through digital solutions.

**About the Science Based Targets initiative**

The Science Based Targets initiative (SBTi) is a global body enabling businesses and financial institutions to set ambitious emissions reductions targets in line with the latest climate science. It is focused on accelerating companies across the world to halve emissions before 2030 and achieve net-zero emissions before 2050.

The initiative is a collaboration between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF) and one of the We Mean Business Coalition commitments. The SBTi defines and promotes best practice in science-based target setting, offers resources and guidance to reduce barriers to adoption, and independently assesses and approves organizations’ targets. [www.sciencebasedtargets.org](http://www.sciencebasedtargets.org) @sciencetargets.

**Key responsibilities**

- Co-develop and implement a digital strategy to support the delivery of the communication and business strategies
- Work with teams across the SBTi, including technical and corporate engagement teams, to support the development and roll-out of digital solutions and products supporting the
business strategy, including CRM, target submission app, and the target monitoring, reporting and verification (MRV) dashboard

● Lead the day-to-day management of the SBTi website, working with key subject matter experts and content leads to implement regular updates to ensure content accuracy, relevance and transparency

● Lead the continuous improvement of the website and digital platforms, including content and performance, in line with user needs and developing business priorities. This includes generating user insight, analyzing user journeys, leveraging analytics data and conducting A/B and multivariate testing; and undertaking Search engine marketing (SEM), search engine optimisation (SEO) activity, reporting and analysis

● Use insights from colleagues, users, networks and the wider market/landscape to identify ongoing opportunities to improve business performance and increase user satisfaction through digital innovations

● Manage relationships with digital agencies to ensure maintenance of software and infrastructure, security, and optimal performance of the website and digital platforms

● In collaboration with the Senior Social Media Manager, manage digital marketing channels including email, paid social (LinkedIn and Twitter) and Google Adwords and undertake search engine marketing (SEM) and search engine optimisation (SEO) activity, reporting and analysis

● Drive and optimize engaged traffic to SBTi website and social platforms to grow online audiences, generate new leads and drive conversions

● Support the development of integrated, data-driven digital communication and marketing plans and campaigns, sometimes in collaboration with partner organizations

● Produce campaign-aligned digital content designed to engage and build relationships with existing and new audiences, including copywriting and managing the production of digital communications products

● Conduct regular reporting on performance and user behavior, using Google Analytics and other relevant analytics tools, and define and validate core digital KPIs

● Ensure the accurate application of the SBTi brand and style guidance across digital platforms

● Line-manage the SBTi communications assistant

**Essential skills and experience**

● At least five years’ experience in digital communications, digital marketing or other relevant digital roles

● A passion for building, bringing to market and scaling digital products and services

● Significant experience of planning, producing and delivering user-centric digital content, campaigns or solutions demonstrating a strong understanding of:
  - Business problem definition and problem-solving
  - Multivariate testing and optimization
  - User research, experience and usability
  - Prototyping and Minimum Viable Product definition
  - Analytics and KPI definition
Quality assurance

- Ability to be collaborative, agile and iterative in your approach
- Comfortable with complexity, and able to quickly understand new data, trends, climate science and technical greenhouse gas measurement approaches
- Entrepreneurial spirit to help shape and grow our initiative
- Ability to think strategically and creatively: analyze, synthesize, recommend and take actions
- Expert communication, presentation, and content development skills
- Proven track record working with a range of CMS at an advanced level
- Analytics experience – Google Analytics essential, additional tools desirable
- Proven success record in digital communications
- Project management and coordination skills
- Experience of working effectively with a range of digital providers, including developers
- Excellent written and spoken English – other languages an advantage
- Ability to work as part of a team in a multi-cultural environment
- Interest in conservation and environmental issues
- The ability to work flexibly occasionally in order to collaborate with colleagues across different time zones

Desirable criteria

- Knowledge of programming languages e.g. HTML, JS, CSS, Python
- Experience of working in an international environment
- Experience and knowledge of agile delivery and project management
- Experience of working in sustainability, global corporate, NGO, financial or data and insight sectors
- Proficiency in languages other than English

This is a full-time role based. The salary for this role will be dependent on location and level of experience. This role is a fixed-term contract for 12 months with the possibility of extension.

What we offer:

- Competitive NGO salary
- Working in one of the most successful and fastest-growing initiatives driving climate action
- Exciting and challenging tasks in a dynamic, international, innovative, and highly motivated team
- Training and development
- Attractive holiday package

How to apply
Email your CV and a cover letter setting out how you meet the required skills and experience or key responsibilities along with your salary expectations, which should be no more than two pages together, to careers@sciencebasedtargets.org with Digital Manager followed by your first name and surname in the subject. The deadline for applying is 28/02/2022.

The SBTi is an equal opportunity employer - committed to building an inclusive workplace and diverse staff, where all can thrive. We welcome and strongly encourage applications from candidates of all identities and backgrounds, and do not discriminate on the basis of race, color, religion, gender or gender identity, sexual orientation, national origin, disability, or age.