Senior Media Manager
Location: Berlin, Germany; Mexico City, Mexico; or, New York, USA.

Job purpose and background

Are you passionate about communications and the environment? Are you looking for a role that gives you the opportunity to apply your outstanding global media expertise and skills in a fast-moving and growing initiative at the cutting edge of corporate climate action?

The Science Based Targets initiative (SBTi) has an exciting opportunity for a full-time Media Manager, reporting to the SBTi Head of Communications.

The successful candidate will play a leading role in our global communications team. You will lead, develop and implement integrated multi-channel global media strategies and plans, in line with SBTi’s strategic business and communications plans and the needs of our target audiences.

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 @scientechnet](http://www.sciencebasedtargets.org @scientechnet)

Key responsibilities

- Lead and support the development, implementation and evaluation of a proactive multi-channel media strategy across target regions globally.
- Lead the development, implementation and evaluation of media plans and campaigns for specific programs of activity for target markets, sometimes in collaboration with partner organizations.
- Nurture, maintain and build relationships with target media and maximize media coverage of the SBTi through compelling news stories and thought leadership.
- Support global communications colleagues in developing and delivering communication plans in key markets (e.g. Europe, North America, Latin America, SE Asia).
- Craft key messaging that resonates with our target media and ensure messaging alignment across all relevant content and channels.
- Oversee and develop creative media content in line with our content strategy and plan, including articles, blogs, social media, marketing collateral, etc, working closely with the content team.
- Manage proactive and reactive engagements with the media, including responding to breaking news events, developing written responses and arranging and managing interviews.
- Maximize the effectiveness of key digital media channels, working closely with digital communications colleagues.
- Regular in-campaign reporting, monitoring and evaluation throughout and at the end of specific projects.
- Build relationships and manage global coordination with external partners.
- Work closely with the Head of Communications and the rest of the SBTi communications team to ensure a holistic approach to all planning and activity.
- Champion the SBTi Brand.

**Skills and experience**

**Essential**

- At least 5 years’ relevant communications and / or media experience.
- Strong experience of developing multi-channel media plans.
- Strong PR experience and demonstrable knowledge of international business, trade and environment media.
- Excellent interpersonal skills and the ability to develop and nurture relationships both internally and externally, including complex multi-stakeholder relationships.
- Demonstrable experience of successful communications projects which have delivered against project objectives.
- Strong analytical mind with the ability to process complex information and turn it into compelling stories and content.
- Strong copy-writing and editing skills and excellent attention to detail;
- Extensive experience in promoting content on a wide range of digital and traditional platforms.
- An understanding of and desire to work proactively to promote corporate sustainability.
- Excellent team skills and the flexibility to work across the business and with global offices.
- Excellent time management skills and an ability to meet deadlines under pressure and manage multiple project and stakeholder demands simultaneously.
- Fluency in written and spoken English.

**Desirable criteria**

- Experience working with global corporations.
Experience working as part of a global team.
Experience of delivering effective media programmes during periods of organizational change such as a new operating model.
Experience working for not-for-profit organizations.
Proficiency in languages other than English.

What we offer

- Competitive NGO salary, depending on experience.
- Working in one of the most successful and fastest-growing climate action initiatives.
- Exciting and challenging tasks in a dynamic, international 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 Media 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.