



## **PR Manager**

**Location: Europe**

### **Job purpose and background**

Are you passionate about communications and sustainability? Are you looking for a role that gives you the opportunity to apply your outstanding global knowledge 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 PR Manager, reporting to the SBTi Senior Communications Manager.

The successful candidate will play a leading role in our global communications team. You will manage a busy press office on strategic communications, both responding to press enquiries and leading proactive communications outreach. Overall you will support the SBTi in building and maintaining its public profile and reputation.

### **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 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](https://twitter.com/sciencetargets)

### **Key responsibilities**

- Monitor external environment for challenges and opportunities for the organization
- Provide research, analysis and evaluation of media coverage and emerging issues, including preparing briefings and recommendations for senior management
- Writing on behalf of the organization, helping to develop its voice and make it heard
- Craft key messaging and content, including press releases, blogs, articles and social content, that resonates with our target audiences
- Liaise with target media proactively to raise the profile of SBTi and/or bolster its reputation
- Manage a busy press office including swift response to a large range of inbound requests
- Identify and capitalize on media opportunities across Tier 1 and trade media
- Support global communications colleagues in developing and delivering communication plans in key markets (e.g. Europe, North America, Latin America, SE Asia)



- Develop creative approaches to effectively engage and influence SBTi target audiences. across our platforms

## **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
- First rate writer, ideally from a journalistic background but not essential
- Excellent research and synthesizing capabilities
- Strong analytical mind with the ability to process complex information and turn it into compelling, easy to understand stories and content
- Strong organizational skills
- 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.
- 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 in multiple timezones
- 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 and/or in the field of sustainability
- Experience working as part of a global team
- Experience of delivering effective communications campaigns during periods of organizational change such as a new operating model
- Experience working for not-for-profit organization
- 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
- Working in the field of sustainability with access to an impressive range of stakeholders, both internal and external
- 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](mailto:careers@sciencebasedtargets.org) with Communications Manager followed by your first name and surname in the subject.

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.